

ELECTRIC REFRIGERATION NEWS

The business newspaper of the refrigeration industry

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PRICE FIFTEEN CENTS

FOOD PRESERVATION PRIZES SOUGHT IN OVER 2,000 CITIES

Ten Million Pieces of Campaign
Material Being Distributed

NATIONAL Food Preservation Month promises to be one of the greatest periods of public education in the history of co-operative national publicity and advertising programs. Already, a vast flood of letters containing entries in the National Idea Contest have been received at headquarters of the National Council, in New York; and millions of advertising messages have started the entire United States talking about the 50 degree danger point.

Local participation in the movement has exceeded all the expectations of those who sponsored the movement. More than 2,000 cities, in all parts of the country, have reported local activity correlated with the National Program, and undoubtedly many other communities which have made no reports are active in furthering the work of the nationwide movement.

Several hundred newspaper sections have been run, or are being planned to run during the month; nearly ten million pieces of advertising tie-up materials had been sent from National Promotion Headquarters before the first of September; every medium of local advertising, publicity and education was being turned to account in broadcasting the importance of safeguarding food by proper means of refrigeration in cities in every part of the country.

Electric refrigerator distributors have had a big share in making the program successful. The distribution of contest booklets, the sponsoring of tie-up advertising, and the general promotion of the local programs, has been very generously supported by the local units engaged in the electric refrigeration industry. The big share of the fund for the National Program was subscribed by the makers of electric refrigerators, who have also supplied their dealers with special tie-up materials.

While the month is hardly far enough under way for any definite checking of results, there seems no reason to doubt that the movement will be a great merchandising success. It has already set more people to thinking seriously about the problem of caring for their food supplies than ever considered the subject before. There is an opportunity for some really constructive selling based on the force of the National Program.

One of the most impressive facts about the program is the widespread acceptance it has received, and the cooperation given in every region of the country. Nowhere is this better shown than in the list of communities reporting active participation to National Headquarters before August 24. Although many other cities have since reported themselves active, this list contains more than 1,500 names—every one of them a city or town in which plans had already been completed for an active part in the movement.

TIME-O-STAT REPORTS 66 PER CENT GAIN IN FIRST 6 MONTHS' SALES

Net sales of the Time-O-Stat Controls Co., Elkhart, Ind., for the six months ending June 30 were \$724,142, or more than 66 per cent greater than in the same period of 1928 when sales totaled \$433,994, according to Julius K. Luthe, president. It is estimated that if the company can show the same rate of increase for the balance of the year that it did during the first six months, earnings will be on the basis of \$10.50 a share on the class A stock and \$7.75 a share on the class B stock. The balance sheet of the company as of July 1 shows total assets of \$1,241,451, of which \$807,139 are current. The current liabilities of the company total \$194,000, leaving a net working capital of \$613,129. The surplus amounts to \$228,781, as against \$152,633 on January 1. On July 1 the company had outstanding 50,000 shares of no-par value class A stock and 52,202 shares of \$5 par class B stock.

NEW YORK UTILITY SOLD 706 UNITS IN JAN.-MAY PERIOD

Seven hundred and six refrigerators in the five months from January 1 to May 31, is the record the commercial department at Staten Island of the Associated Gas & Electric Co., of New York. The credit for this sales record goes to Messrs. A. E. Slade, E. Schneider, R. J. Hynds, C. E. Straube and C. D. Luchenback.

835 Prizes Are Offered In Big Idea Contest

To set the nation thinking on the vitally important topic of proper food preservation—to glean new ideas, new facts and figures concerning food preservation in guarding health and preventing economic waste, the National Food Preservation Council offers prizes to the value of \$25,000 for the best essays in a National Idea Contest.

The capital prize is a fine new home, costing more than \$10,000.00; the second prize a 1930 five-passenger Cadillac Coupe, selling at \$3,595 F. O. B. Detroit; the third prize \$2,000 in gold—and so on down the list of 835 awards for essays on the subject, "Why 50 Degrees Is the Danger Point."

See pages 2 and 3 for additional news, rules of the contest and information regarding publicity material which is still available for the use of local groups of dealers.

GEORGIA POWER REACHES \$81,266 SALES MARK IN FIRST 2 DAYS OF DRIVE

The Georgia Power Co., Atlanta, Ga., reports that sales totaling \$81,266, or 25 per cent of the quota, were made on the first two days of the fall refrigerator campaign which opened on September 4. The campaign closes on October 5 and a quota of \$325,000 has been set for the twenty-nine selling days in the activity. General Electric domestic refrigerators and Kelvinator commercial units are being featured in the drive.

It is planned to make the fall drive tie-in closely with the National Food Preservation Campaign which is being conducted during the month of September.

NORGE ACQUIRED BY BORG-WARNER CORP.

CAPITAL stock of the Norge Corporation and the Detroit Gear & Machine Company, Detroit, Mich., has been acquired by the Borg-Warner Corporation which is said to be the largest combination-unit automobile parts manufacturer in the industry. This company has manufacturing plants in Muncie, Chicago, Detroit, Indianapolis, Flint, Rockford and Ithaca. Plans are now being formulated and will be announced soon for an expansion of manufacturing facilities and a greatly increased activity in the marketing of Norge refrigeration products under the new institutional arrangement.

HONORARY EMBLEMS TO BE AWARDED KELVINATOR SALESMEN IN CONTEST

Kelvinator Sales Corp., Detroit, is conducting a nation-wide sales contest for retail salesmen, in which the winners will be given a trip to Detroit for a two-day inspection of the factory. For the purpose of awarding these trips and other unusual honor awards, Kelvinator has divided the United States into seventeen sections and will bring in the leading salesmen from each, at the factory's expense.

In addition to this, they are also offering to award trips to the men who lead the commercial, domestic, builders, apartment and general contest divisions.

According to Earl Lines, director of advertising and sales promotion for Kelvinator, this contest offers some very unusual awards to Kelvinator men. For instance, one of the major awards will be a specially designed finger ring for every salesman reaching the minimum quota. This ring is so designed that chevrons may be added to the shank as higher quotas are reached, giving twelve degrees, or honor marks for the salesmen to earn until the final award is reached, which will be a ring of solid gold with three white gold chevrons mounted on the sides and a diamond set in the design on the face of the ring.

In addition to this award, leather brief cases bearing a suitable inscription and the name of each winning salesman will be presented to all who reach a certain quota in the contest.

"Funeral Pyre" of Old Ice Boxes in Holmes Bonfire Stunt



The above photograph shows a funeral pyre of old refrigerators ready to be consumed in a large bonfire recently staged by the J. G. Riga & Sons Co., distributors in Springfield, Mass., in the Holmes refrigerator "bonfire" drive. In a letter received from the distributor the incident is humorously described as follows:

"It may be hard to make a million or to get Los Angeles on a one-tube set, but try to set off a huge pile of old refrigerators within a half-mile of the City Hall on a lot not too large and not too far from the main highway, with a fairly stiff wind blowing—and all the cops and firemen within a radius of a mile hanging around—and if you do it you've done something, and don't forget it."

"Anyway, we finally sold the idea—and it was harder than selling all the new refrigerators that replaced the old ones on the pile."

"The pyre consisted of about fifty-five boxes, all shapes and sizes, some good and some terrible, and some we are willing to bet had never seen a piece of ice for a century. We succeeded, with the help of a derrick, in getting quite a

high pile, and as you know, we were not to sell any of them, no matter how good they might be."

"Well, we had them all piled up and along comes a Ford truck with a man and a woman in it, who drove to the pile and looked it over, and how. Then the woman wanted to buy a box off the pile for her kitchen and we were sorry to refuse, but that was our story. She wanted to pay \$50 or a \$1.00 and she wanted either one of two in the pile. One was way up on the top and the other was at the very bottom, and how she bawled us out when we said that we couldn't accommodate her. She called us everything you can imagine, but to no avail, it was burned with the rest."

"The blaze must have gone up 50 or 60 feet at the height of the fire and when it started to die down a little, the hoodlums in the neighborhood began to pelt the remains with rocks, until a regular bombardment and barrage resulted."

"Traffic was halted and the newspapers were besieged with inquiries as to what had happened. All in all it was a Hell of a Hot Time in the Old Town that night."

Christmas Plans To Be Featured In Next Issue

Merchandise related to refrigeration, such as food and beverage containers, mixing devices and serving accessories, which are especially suitable to be displayed and sold by electric refrigeration dealers, will be featured in the "Christmas Merchandising Number" of the News, September 25 and in later issues. Readers are invited to cooperate by sending ideas and suggestions for effective window and store displays, advertising and sales methods in which "related merchandise" may be used to increase profits and attract customers into the store.

Dairy refrigeration equipment, ice cream cabinets and soda fountains will be given special attention in the October 9 issue of the News which will be distributed at the Dairy Industries Exposition to be held in Toronto, Oct. 21-26.

PIERSON-LARKIN COMPANY CHANGES NAME; COMPLETES NEW FACTORY BUILDING

The Pierson-Larkin Refrigerating Corp., Atlanta, Ga., manufacturers of Larkin aluminum coils, has changed its name to the Larkin-Warren Refrigerating Corp., the address, officers and directors remaining the same.

This change of name was made because Virgil P. Warren, president of the company, who is also President of the Warren Co., of Atlanta, has arranged to devote a large portion of this time to the direction of the Larkin-Warren Co. Lester U. Larkin, vice-president, will devote most of his time to personal contact with manufacturers, distributors and dealers of electric refrigeration throughout the United States.

Increased production has necessitated the erection of an additional building. This unit has been completed and coil production was started in it about the first of September. The sales and service staff has also been augmented recently.

TOLEDO REFRIGERATION MEN FORM ASSOCIATION

Dealers and distributors of mechanical refrigerators in Toledo, Ohio, recently organized an association, which will be known as the Toledo Chapter of Mechanical Refrigeration and will be affiliated with the Electrical League of Toledo.

H. A. Bonsteel of the Lake States General Electric Supply Co., distributors of General Electric refrigerators, was elected president. The board of directors includes R. B. Stitzer of the Northwestern Ohio Servel Co., W. S. Skinner of the Norge Sales Co., Smithers Merrill of the Toledo Edison Co. and Harold H. Harms of the Toledo Maytag-Welsbach Co.

Other members of the association are: E. H. Walker and O. W. Gleason representing Frigidaire, H. W. Lutz of the Norge Co., J. G. Biebesheimer of the Pioneer Plumbing Co., Absopure dealers and Edward F. Schmidt of the Toledo Edison Co.

TULSA REFRIGERATION MEN SEEK SAFETY CODE

The City Commission of Tulsa, Okla., acting on a petition of five of the city's electric refrigeration representatives on August 21, authorized the drafting of a code governing the installation of refrigeration equipment.

The question was referred to the City Attorney and the Plumbing Inspector and the code will probably provide for city inspection of all electric refrigeration installations.

The petition was signed by the following representatives: C. H. Lawson, Tulsa Refrigerator Co.; E. C. Ricker, Ahrens Supply Co.; A. E. Taylor, Tulsa Copeland Co.; J. C. Binning Electric Specialties Co., and C. B. Nelson, Nelson Co.

GENERAL ELECTRIC DISTRIBUTORS HOLD ANNUAL CONFERENCE

Executives Discuss Plans For
Intensified Sales Effort

EXECUTIVES of all independent General Electric refrigerator distributing organizations and key men connected with the sales and engineering divisions of the General Electric Refrigeration Department at Cleveland, Schenectady, Fort Wayne and Erie, held a four-day conference at Association Island, Henderson Harbor, New York, August 28 to 31, at which elaborate plans were outlined to speed up sales during the coming year in line with the greatly increased production of the company.

Immediately after the flag raising and other opening ceremonies which are traditional at all "camps" held on Association Island, the membership of "Camp Refrigeration III" assembled in the town hall Wednesday morning where a four-act dramatic production was staged. This play, written by W. E. Underwood of Lord & Thomas and Logan, New York advertising agency, and presented by A. C. Mayer, manager Merchandising Service Division of the General Electric Refrigeration Department, with a cast of carefully trained members of the Cleveland organization was entitled "The Incubator." It struck the keynote of the entire meeting by emphasizing in a dramatic manner the big problem of all specialty selling—that of training salesmen. In so doing the ground work was laid for the later presentation of a completely developed program of "Sales Institutes" to be maintained at all distributing headquarters and for which elaborate material has been prepared in the form of motion pictures, charts and literature. The program was presented by A. C. Mayer under the subject of "Retail Sales Management." The complete manuscript of "The Incubator" appears on pages 19 to 23 of this issue.

President Gerard Swope Speaks
An indication of the importance which electric refrigeration has assumed in the operations of the General Electric Company was given by the presence of Gerard Swope, president of the company, who spoke at the first evening meeting. Mr. Swope won the admiration of the audience by his grasp of international affairs which was revealed in an outline of General Electric activities and business affiliations throughout the civilized world.

Business Program
The opening discussions of all major subjects on the business program were carefully prepared in advance by distributors or members of the G. E. staff and in most cases these discussions were accompanied by exhibits. Following are the subjects and principal speakers during the last three days of the conference:

Thursday, August 29.
"Salesmen's Compensation,"—C. L. McRea.
"Branch Store Operation,"—N. K. Ovale.
"Uniform Dealer Policies,"—W. H. Ochiltree.
"Developing a Dealer,"—John Houserman.
"Central Station Report,"—A. G. Riddick.
"Promoting Store Sales,"—W. J. Daily.
Friday, August 30
"Selling the Price Difference in Apartments,"—J. J. Donovan.
"Commercial Opportunities,"—W. E. Landmesser.
"Syndicate Business Report,"—H. D. Laidley.
"National Advertising,"—L. R. Edwards.
"Sales Promotion Activities for Fall,"—W. J. Daily.
Saturday, August 31
"The Measuring Stick of Good Health,"—Photophone.
"Realizing Your Quota This Fall,"—P. B. Zimmerman.
"Analysis of Distributor's Costs,"—M. F. Mahony.
"Quota Committee Report,"—L. H. Bennett.
"Product Activity Committee Report,"—H. G. Bogart, Jr.
"Summary,"—T. K. Quinn.
(Concluded on page 5)

PHILADELPHIA GAS WORKS TO SELL ELECTROLUX REFRIGERATORS

Servel Sales, Inc., Evansville, Ind., announces that the Philadelphia Gas Works Co., a subsidiary of The United Gas Improvement Co., Philadelphia, Pa., has contracted to merchandise Electrolux refrigerators in cooperation with the Hajoca Corp., Philadelphia district distributor. Sales operations will be directed by J. B. Myers, commercial agent, and associated with him will be H. S. Christman, assistant commercial agent, and George Roberts, supervisor refrigeration division.

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SEPTEMBER

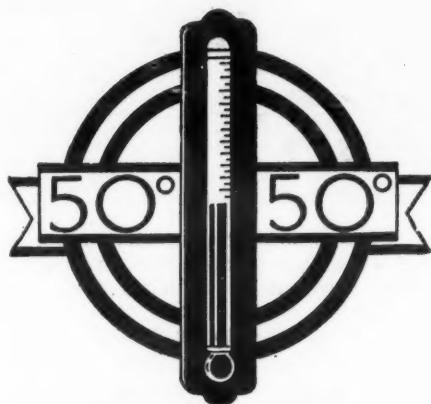
National Food Preservation Month

IS HERE

THE National Food Preservation Program this month will impress the public with the need for adequate refrigeration of perishable foods. This great cooperative movement is being sponsored by many national associations and refrigeration manufacturers.

National magazines carry the story of safe refrigeration. Radio chains are broadcasting to the entire nation. Every refrigeration dealer should tie in with this—the first—big concerted effort to sell the country on refrigeration needs and safety.

Thousands of distributors and dealers and utilities are already carrying on local community programs. Your help is needed, too. This activity is tremendously important to you. The National Program will help you sell more refrigeration in your own community, if you tie up actively with it. The following material is available for your use:



*Below 50°
Lies Safety*

Important Things To Do NOW

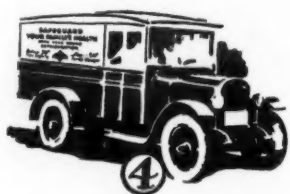
1. Urge dairy co-operation.
2. Distribute program literature.
3. Secure Chamber of Commerce Aid.
4. Promote local Idea Contest.
5. Plan newspaper advertising tie-ups.
6. Secure speakers for luncheons.
7. Schedule meetings for workers.
8. Arrange window displays.
9. Plan movie-slide showings.
10. Employ radio tie-up.

The National Idea Contest

will win more for the firms which cooperate in it than it will for all the 835 prize winners rolled together. It is the finest opportunity for educational work in food preservation you have ever had, and the contest booklet is sure to be read and digested by those to whom your Local Council distributes it because of the prizes. The reading of it is certain to arouse interest in the vital subject of food preservation even on the part of those who do not enter the contest. Make certain that those in your city talk and think about food preservation.



1. Contest Booklet for general distribution—\$13.95 per thousand.



4. Truck Banners—35c each.



3. Milk Bottle Jackets—\$7.50 per thousand.



5. Window Displays—35c each.

It is not yet too late to get material for your campaign, but act quickly



6. 24-Sheet Billboard Posters—Poster paper free.



7. Movie Slides—free.



8. Newspaper Advertisements—Mats free.



9. Publicity Articles—free.

National Promotion Headquarters is still alert and functioning, ready to give service to all Local Councils wishing to have advertising tie-up materials of any kind. Your newspaper may obtain mats and proofs of the special section to put over at any time during September. Act at once.

Wire Your Orders Direct to

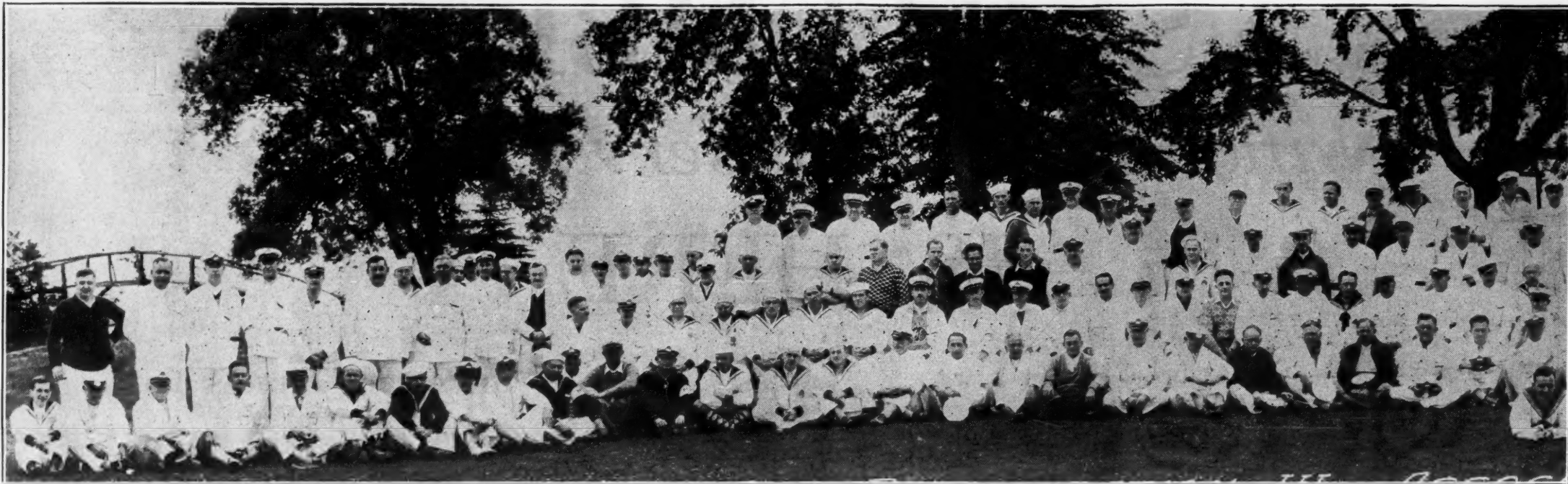
NATIONAL FOOD PRESERVATION COUNCIL

PROMOTION DEPT.

People's Bank Bldg., Indianapolis, Ind.

HEADQUARTERS OF THE COUNCIL: GRAYBAR BLDG., NEW YORK CITY

GENERAL ELECTRIC DISTRIBUTORS HOLD



Balanced Diet Now Possible With Electric Refrigeration

Prof. E. V. McCollum Prescribes Daily
Ration For Health Protection

By Elaine Dean-Tinis

NOT long ago, it was considered a luxury to eat fresh vegetables every day, unless of course, they were in season, grown in the immediate vicinity or in one's own back yard. Then too, fresh vegetables were not fully appreciated. Madam Housewife didn't know about the iron and vitamins in vegetables and their relation to the health of her family.

When she did buy them, she had no place to keep the vegetables fresh except the ice box, and we all know the percentage of spoilage due to improper refrigeration was high. Consequently, vegetables in and out of season had to be bought in small quantities and at higher prices.

The result was that the few housewives who braved epithets of extravagance to buy fresh vegetable for the table every day, did so at an expense to their food budget and possibly skimped on something else. The other alternative was, to eliminate fresh salads and fresh vegetables except when they were in season locally.

No one in the family was especially concerned whether or not the meal was well balanced, because no one knew or cared particularly, and at that time, no great effort was being made by health authorities to enlighten the housewife on how to prepare well balanced meals.

Intelligent Diet

Today the picture is changed. Madame, the lady of the house, looks over her stock of fruit, lettuce, asparagus, just as automatically as her mother took an inventory of the flour, egg, butter and salt supply. She knows that an intelligent diet must include milk, leafy vegetables and fruit.

For example, a menu of clear soup, steak, fried potatoes, fried squash, buttered peas, hot rolls, butter, apple pie with cheese and coffee, sounds appetizing and satisfactory. Still, this menu is incorrect and unhealthy. Squash is not sufficiently rich in vitamins, and frying removes the greater part of the vitamin content. There is no milk in this meal and no leafy vegetable.

Substitute a cream soup, a green vegetable like spinach, a salad of lettuce and tomato, and the meal will be dietetically correct.

One of the men who has spent a great deal of energy and time in educating American housewives to add a green vegetable, a salad twice a day, fresh fruit and the equivalent of one quart of milk daily, to the favorite meat-bread-potato diet is Dr. E. V. McCollum, Professor of Bio-Chemistry at Johns Hopkins University. In his Research Laboratory at Baltimore, he has discovered two of the six known vitamins.

He has determined the effect of diet on growth and decay of teeth and has developed a simple, clean, scientific formula for the correct daily menu. In cooperation with other well known health authorities and Health Departments, he has endeavored to explain to millions of housewives how to protect health by including in the every day diet the following tissue and muscle building elements:

1. Drink a quart of milk every day.
2. Eat green vegetables and salad twice every day.
3. Then eat anything else you like.

Although eating habits are traditionally hard to change, American homemakers are anxious to provide the best for their families, and have been most responsive to the new discoveries in nutrition which have been made within the last ten years.

DR. MCCOLLUM'S DIET RECIPE

1. Drink a quart of milk every day.
2. Eat green vegetables and salad twice every day.
3. Then eat anything else you like.

Dr. McCollum believes that our diet has changed. An example is the increased demand the country over for the much discussed spinach and an increased consumption of cheese and milk.

Two factors in this change of diet, Dr. McCollum believes, is the modern methods of transportation and electric refrigeration in the home.

Variety Permitted

"Modern refrigeration preserves in a wholesome condition for us, a number of fresh fruits and vegetable, which in turn permit variety throughout the year. By this means also, the retail grocer is enabled to keep fresh products at hand, and the housewife, by the same token, can keep in wholesome condition fresh foods in her own electric refrigerator," Dr. McCollum asserts. "Electric refrigeration permits the purchase of foods which have been preserved in appearance, taste, and nutritive value."

Ice or Mechanical? Meat Packers Must Know Which is Used

In printing lists of its branch houses, Armour and Co., is careful to see that the type of refrigeration in use at each branch is mentioned in the listings. Because their food products on the way to the consumer can be more completely safeguarded where cold can be mechanically controlled and maintained without fluctuations in temperature, executives in charge of distributing the various products are daily guided by this information in supplying them to the various branch locations. The symbols IR and MR are used on the lists, indicating respectively ice refrigeration and mechanical refrigeration.

Already a large majority of the 450 Armour branches are equipped with up-to-date mechanical refrigerating systems. This is true also of the similar number of Swift branches, and of the houses of Cudahy and other packers who have national distribution.

And as rapidly as is possible mechanical refrigeration is being installed in the smaller branch houses that are not yet so equipped.

"It is now possible to purchase spinach and other green vegetables in remote places where it has hitherto been unobtainable, except when in season locally," according to Dr. McCollum.

Because generous supplies of fresh fruits and vegetables are so easy to buy and keep with electric refrigeration, nutritious, health-protecting meals are planned with little effort.

A surprising thing to most women is

that American men are learning to eat more salads. Here too, credit is due to the electric refrigerator which enables tempting dishes to be prepared at low cost. What man can resist his favorite salad on crisp, thoroughly chilled lettuce leaves?

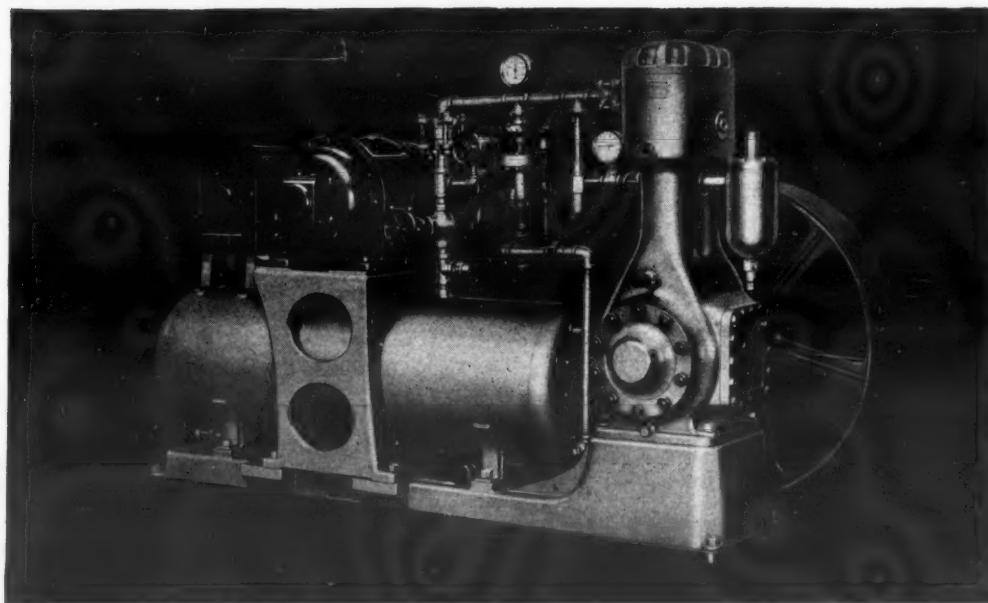
Thus, the latest household invention, electric refrigeration, supplements the work of nutrition, and aids public health; both in preserving and making available a variety of health protecting foods.

Dayton G. E. Distributor Opens New Branch Store

The F. P. Lutz Co., distributors of General Electric refrigerators in Dayton, Ohio, opened a branch store at Second and Jefferson Sts., in that city on Sept. 4. Commercial units will be handled exclusively at the new branch store, while domestic refrigerators will be distributed from the main store at 25 South Ludlow St.

IT COSTS LESS
TO PAY MORE
for a

LIPMAN



WHY?

Lowest cost of ownership » which includes depreciation, Plus service expense, Plus cost of operation » is the reason why it Costs Less To Pay More For a Lipman.

On this basis « and on this value-revealing basis alone « Lipman Electric Refrigeration was just recently the choice of 10 large railroads. Over twenty chain store organizations in America have purchased the Lipman because of its spectacular low cost performance.

Grocers, meat dealers, confectioners, hospi-

tals, apartments « the market assumes unbelievable proportions. Lipman dealers everywhere are enjoying the largest business in their history.

Your inquiry in regard to the few territories which are still open for well-rated distributors is earnestly invited « "earnestly", because the profit-possibilities of selling the Lipman are increasing each day. Address the General Refrigeration Co., Beloit, Wis. « now! All correspondence strictly confidential.

Lipman
ELECTRIC REFRIGERATION

A SIZE FOR EVERY
COMMERCIAL PURPOSE

CONFERENCE AT ASSOCIATION ISLAND



ADMIRALS AND GOBS IN BIG SPLASH AT ISLAND MANEUVERS

(Continued from page 1, column 5)

Battle of Atlantic and Pacific Fleets

A seagoing atmosphere was given to the camp by the white navy uniforms worn by all present. Distributors wore the brass buttons and insignia of officers while General Electric Company employees, from general manager down, were attired as gobs. Special uniforms were provided for "rookie gobs," those who were present at Association Island for the first time, and these members were given further attention at initiation ceremonies. The nautical paraphernalia was based on the recent sales contest in which the distributors were divided into Atlantic and Pacific "fleets." Symbolic of the battle between the fleets, "Admiral" Daily surrendered his sword to "Admiral" Mayer at the opening ceremony.

Business sessions were held each morning, while afternoons were devoted to sports including trap shooting, base ball, tennis, horse shoe pitching, bowling, swimming, fishing, archery and dart throwing. As a special feature of the entertainment an amphibian plane with an experienced pilot was maintained at the Island for a continuous relay of sightseeing trips by air each afternoon. The management of the camp was in charge of the following:

H. C. Mealey, camp manager.
W. J. Daily, assistant camp manager.
P. B. Zimmerman, chairman, business program

Chairmen of Committees:

M. F. Mahony, attendance, tent assignments and transportation.
L. R. Edwards, publicity.
G. C. Wasson, opening exercises.
A. C. Mayer, shows.
G. C. Wasson, gob initiation.
J. J. Donovan, banquet.
W. E. Landmesser, special entertainment.
J. T. Dickson, decorations and props.
O. C. Hamilton, athletics.
P. H. Dow, songs.
H. P. Smith, auditing.

ATTENDANCE

Akron, O., H. G. Bogart, Jr.
Albany, N. Y., E. R. Mason, R. E. McMillin,
J. O. Morris, Guy P. Wilcox.
Altoona, Pa., J. E. Spence.
Atlanta, Ga., W. D. Alexander, L. W. Driscoll, E. V. Dunbar.
Atlantic City, N. J., M. A. Greenburg, T. J. Sullivan.
Baltimore, Md., D. F. Hines, A. H. Johnson, C. E. Weitzel.
Billings, Mont., F. B. Connelly, K. A. Connelly.
Birmingham, Ala., H. W. Matthews Gordon Smith.
Boston, Mass., L. C. Anderson, Charles Pike Dow, Harry S. Gould, L. H. Holman, H. B. Howe, Frank Knott, F. J. Maguire, E. G. Pierce, Jr., G. A. Wortman.
Buffalo, N. Y., A. J. Pinney, W. F. Schwartz, F. W. Wolf.
Canton, O., Carl Ballus, Dan H. Willis.
Charleston, W. Va., S. E. Stewart.
Charlotte, N. C., Tom Glasgow.
Chattanooga, Tenn., C. L. Carney, K. B. Miles.
Chicago, Ill., R. Cooper, Jr., H. W. Gifford, R. F. Hartzell, L. C. Kohlman, H. D. Laidley, R. R. Lamb, E. W. Parish, C. G. Road, C. E. Sartoris, J. B. Terbert.
Cincinnati, O., L. T. Milnor, Arthur Radtke.
Cleveland, O., M. T. Bard, H. H. Bosworth, F. Chandler, P. M. Corliss, F. H. Cushman, W. J. Daily, J. T. Dickson, J. J. Donovan, Paul H. Dow, L. R. Edwards, R. H. Ferguson, R. B. Gibson, A. R. Green, O. C. Hamilton, W. E. Hart, W. E. Heibel, H. T. Hulett, W. M. Hutchison, H. J. Jenkins, H. E. Johnson, J. E. Kewly,

L. I. King, G. S. Kobick, H. W. Kumler, W. E. Landmesser, M. P. Mahony, A. C. Mayer, H. C. Mealey, W. C. Noll, E. H. Norling, H. O. H. Quinn, T. K. Quinn, N. B. Ronning, R. M. Sansaman, A. L. Scaife, B. F. Slye, C. G. Smith, H. P. Smith, A. M. Sweeney, A. T. Taft, W. M. Timmerman, W. A. Toker, A. E. Truax, A. A. Uhalt, P. C. Wagner, J. M. Walker, G. C. Wasson, H. G. Welfare, P. B. Zimmerman.

Columbus, O., R. T. Bard, Turner Barger, Gall Thompson.

Dallas, Tex., H. A. Cheatham, C. N. Hightower, A. C. Rogers.

Davenport, Ia., A. T. Blakemore, E. W. Gierke.

Dayton, O., F. P. Lutz.

Denver, Colo., Roy Blount J. E. Flynn, B. C. Ritter, B. K. Sweeney.

Des Moines, Ia., H. F. Boehner, M. P. Mendenhall, P. Y. Sawyer.

Detroit, Mich., F. F. Carson, F. M. Cockrell, M. J. Laurie, A. L. McCormick, H. A. Turner.

Duluth, Minn., A. S. Dunning.

El Paso, Tex., E. O. Cone.

Erie, Pa., W. E. Horstman.

Fargo, N. D., W. H. Horton, S. J. Taber.

Fort Wayne, Ind., H. F. Briggeman, Max Holz, P. C. Morganthaler, Clark Orr, H. A. Whitesel.

Fort Worth, Tex., R. S. Bishop.

Fresno, Calif., H. H. Courtwright.

Grand Rapids, Mich., W. J. Ruby, C. H. Stull.

Green Bay, Wis., W. S. Stiles, Phil. Zilles.

Greenville, S. C., Dupont Guerry, L. J. Spiers.

Harrisburg, Pa., N. K. Ovalle.

Hartford, Conn., E. C. Newton.

Houston, Tex., E. B. Edmundson, W. L. Edmundson.

Indianapolis, Ind., A. F. Head, Paul Lewis, Jr.

Jackson, Miss., J. C. Griffith, A. G. Riddick.

Kansas City, Mo., J. R. Givens, M. A. Glueck, D. G. Keller.

LeRoy, N. Y., Russell G. Holderman.

Little Rock, Ark., D. A. O'Bannon.

Los Angeles, Calif., George Belsey, Erie P. Gibson, E. P. Riggie.

Louisville, Ky., J. J. Angermeier, L. H. Miller, B. M. Walthall.

Lowell, Mass., H. P. Halvorsen, R. A. Sovik.

Madison, Wis., E. H. Hurst, D. S. Stopphet.

Memphis, Tenn., Ray H. Boaz.

Milwaukee, Wis., D. E. Breckenridge, E. H. Schaefer.

Minneapolis, Minn., H. C. Shannon, O. F. Steuffer, W. H. Taylor.

Nashville, Tenn., H. Kai Howse.

Newark, N. J., P. H. Harrison, H. M. Landemare, E. B. McClelland, T. A. Powers.

New Orleans, La., Emile Schneider.

New York, N. Y., W. R. Burrows, E. H. Campbell, Rex Cole, Henry Edson, H. J. Francis, F. T. Harvey, L. H. Jenks, J. J. Massimi, E. C. Pangburn, M. E. Pipkin, A. Soman Jr., R. Stevenson, O. D. Street, Gerard Swope, J. S. Turner, W. E. Underwood.

Oklahoma City, Okla., Albert Ahrens, E. C. Ricker.

Omaha, Neb., W. A. Davies, E. J. Nellor, A. C. Storz.

Philadelphia, Pa., Howard Blinsinger, J. C. Burns, R. P. Burns, W. P. Davis, G. S. Miller, Joe Rafferty, Carl M. Randel, Raymond Sholl.

Pittsburgh, Pa., J. Houserman, W. H. Ochiltree, O. M. Wolfe.

Portland, Me., P. W. Banks, R. E. Johnson.

Portland, Ore., A. W. Trabert.

Raleigh, N. C., J. B. DeLoach, D. C. Goff.

Richmond, Va., Turner Bethel, R. E. Garrett, R. S. Montgomery.

Roanoke, Va., R. B. Embree, R. G. Lockwood.

Rochester, N. Y., R. E. Consler, Clarence Wheeler.

Salt Lake City, Utah, Frank Edwards, W. B. Stringham.

San Angelo, Tex., Ballinger Bryan.

San Antonio, Tex., Mark Wright R. C. Wright.

San Diego, Calif., George T. Bauder.

San Francisco, Calif., L. H. Bennett, H. B. Rector, G. J. Buck.

Schenectady, N. Y., R. W. Ayres, W. J. Beck, R. V. Burleigh, C. Dantsizen, B. L. De- lack, R. S. Eggleston, F. W. Faust, Chas. Geotz, J. F. Harris, L. A. Hawkins, W. B. Hill, L. P. Hutt, J. L. Knight, Earl Kroger (camera man), W. L. Merrill, D. F. Newman, H. C. Ramsay, P. Schlansker, E. D. Spicer, A. R. Stevenson, Jr., H. A.

Synwoldt, Dr. Von Bostel, J. J. Walker, J. W. Woodin.

Seattle, Wash., Gordon Prentice, Paul R. Prietsch.

South Bend, Ind., J. L. Bouton, H. B. McCarty, H. B. Shaughnessy.

Spokane, Wash., Earl J. Searl.

Springfield, Ill., Ross Bulpitt, T. L. Mauldin.

Springfield, Mass., D. G. Clark, G. H. French, D. B. Murphy.

St. Joseph, Mo., H. L. Schmutz.

St. Louis, Mo., A. E. Freshman, R. L. Hughes, L. D. James.

St. Paul, Minn., H. L. Mills.

St. Petersburg, Fla., G. S. Patterson, C. E. Roesch.

Toledo, O., H. A. Bonsteel, C. J. Gillespie, E. E. Merritt.

Toronto, Can., H. S. Brown, A. S. Edgar.

Washington, D. C., E. C. Graham, C. L. McCrea, E. C. Stooddy.

Waterbury, Conn., J. E. Neely, L. L. Stacy, S. C. Trainor.

Wheeling, W. Va., W. N. Hogan.

Wichita, Kan., Carl Johnson.

Worcester, Mass., J. W. Coghlin.

See Pages
19 to 23

for additional pictures of G. E.
Distributors' Meeting at Associa-
tion Island, N. Y., Aug. 28-31.

A unanimous Verdict for MONEL METAL

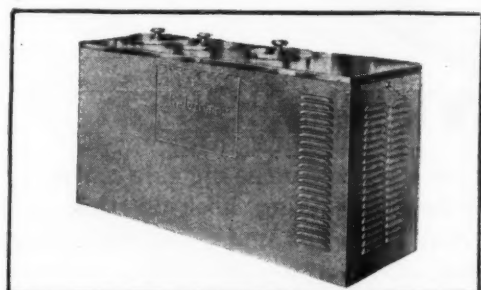
Leading
ice cream cabinet
manufacturers appreciate
these 6 points

Monel Metal, as a material for tops and trim of ice cream cabinets has been the choice of leading manufacturers since the electrically operated cabinet first attained wide-spread popularity.

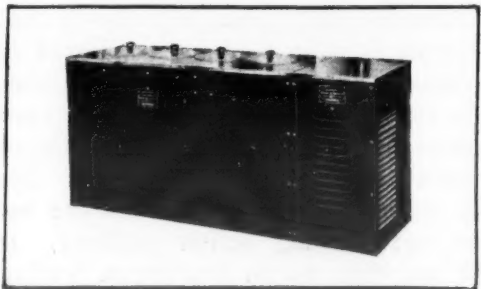
The universal recognition accorded to Monel Metal by the best known manufacturers has been based on the following 6 points of Monel Metal superiority:

1. It is permanently bright and attractive—
2. It is easy to keep clean because of its rust-immunity and corrosion-resistance—
3. Its steel-like strength makes it hard to dent or scratch—
4. Its surface never shows signs of wear—it has no coating to chip, crack or wear off—
5. Its silvery surface beautifies the cabinet and makes it easier to sell—
6. It is being advertised to the trade and thousands of users through business journals and national magazines.

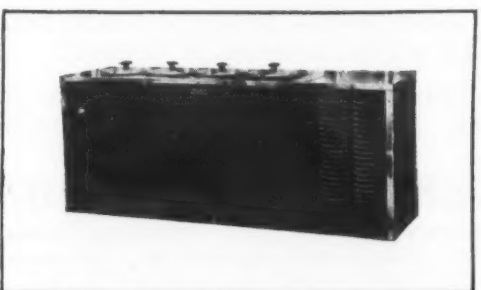
In making your plans for future cabinets, profit by the experience of leading cabinet manufacturers... specify Monel Metal for tops and trim.



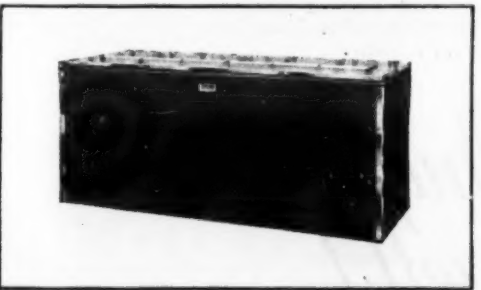
Cabinet with Monel Metal top, manufactured by Kelvinator Corporation, Detroit, Mich.



Monel Metal topped cabinet, manufactured by Savage Arms Corporation, Utica, N. Y.



Monel Metal top and trim on cabinet, manufactured by C. Nelson Manufacturing Co., St. Louis, Mo.



Monel Metal top and trim as used on cabinet made by Grand Rapids Cabinet Co., Grand Rapids, Mich.

SEND FOR "LIST B" OF MONEL METAL AND NICKEL LITERATURE

Monel Metal is a technically controlled Nickel-Copper alloy of high Nickel content. It is mined, smelted, refined, rolled and marketed solely by The International Nickel Company, Inc. The name "Monel Metal" is a registered trade mark.

THE INTERNATIONAL NICKEL COMPANY, INC., 67 WALL STREET, NEW YORK, N. Y.



DRY-ZERO INSULATED CABINETS OFFER YOU 5 DISTINCT SELLING ADVANTAGES!

REDUCES
RUNNING
TIME

ELIMINATES
ODOR
TROUBLES

MORE MULTIPLE
CABINETS PER
MACHINE HOOK-UP

REDUCES
WEIGHT

COSTS
NO MORE

POINT NO. 3

When your chance for the big sale comes . . . an apartment building hook-up that may mean from 25 to 150 units, you want every sales advantage.

That's why so many manufacturers, distributors, and dealers are insisting on Dry-Zero insulated cabinets. Fifteen per cent more cabinets—if they are insulated with Dry-Zero—can be operated on a single machine. You can show the building owner how he can save on his installation (perhaps one compressor less will be required) and on his cost of operation. It is a simple story. The best insulated cabinets admit least heat—the less heat, the less refrigerating action required. In multiple hook-ups this is an important saving. Dry-Zero, of all known commercial insulants, is the most efficient (U. S. Bureau of Standards). Clean and white, it has a natural aversion to moisture.* It has proved itself in thousands of cabinets.

Refrigerator Cabinets insulated with Dry-Zero are easier to sell! Ask your manufacturer for them.

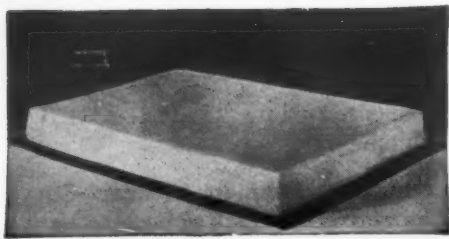
DRY-ZERO CORPORATION

130 N. Wells Street

Chicago, Illinois

*The Dry-Zero Fibre, Celba, is standard in U. S. Navy Life Jackets.

Dry-Zero Pliable Slab insulation is hermetically sealed in place by pressure alone, in a single operation. It is quickly and easily applied. Its overlapping sealing flange prevents moisture reaching either liner or frame—a most important point.



*Keep them on your finger-tips!
They help you sell!*

DRY-ZERO

FRIGIDAIRE NEWS

CLEVELAND FRIGIDAIRE DISTRIBUTOR REPORTS 50 PER CENT GAIN IN SALES

William F. Gray, Cleveland distributor for Frigidaire, reports an increase in business to date of 50 per cent over the same period last year with promising prospects of a much greater increase by the end of the year.

"Cold control, new line of two-tone cabinets, and new quietness of motor," says Mr. Gray, "are features that are going a long way toward building up the present increase."

"We have doubled the size of our sales organization this year. It numbers 200 men in the 19 counties of northeastern Ohio under the Cleveland distributorship."

Mr. Gray, veteran distributor of Frigidaire and Delco-Light, was for a number of years the star salesman of the National Cash Register Co. He believes in aggressive sales management, morning sales meetings daily, close supervision and such.

Mr. Gray personally takes part in the morning sales meetings once or twice a week. Despite his long record of sales leadership he still habitually displays more enthusiasm than most any half dozen salesmen. Enthusiasm, Mr. Gray says, is the secret of selling success.

FRIGIDAIRE PORTLAND BRANCH MOVES INTO NEW QUARTERS

The Frigidaire Sales Corp., Portland, Ore., has moved into its new three-story building at East Third and Burnside Sts., according to W. W. Tyler, manager. The new building houses all the divisions and operations of the Portland branch.

The structure is unique in that it has two "ground" floors, one on the street level and one, the third floor, on the level of the Burnside bridge approach. The upper "ground" floor will be used for sales and display rooms and offices.

Frigidaire Dealers Attend Meeting at Jacksonville, Fla.

Frigidaire dealers in the Jacksonville, Fla., territory attended a "Faith in Florida" meeting held at Jacksonville, August 24 by the Frigidaire Corp., of Dayton, Ohio. R. F. Callaway, manager of branches, E. A. Fisher, of the branch division, C. E. Russell, regional sales manager, and A. J. Harrison, zone manager, spoke to the dealers attending the conference. G. H. Cantrell, manager of the Jacksonville branch, was in charge of arrangements.

Northwestern Ohio Frigidaire Men Attend Meeting

Frigidaire dealers and salesmen from the northwestern section of Ohio attended a dinner and meeting held at Innisfail, Ohio, August 30. Representatives from Tiffin, Sandusky, Fremont, Toledo, Bryan, Defiance, Findlay and other cities in that district were present.

UNPAID REFRIGERATORS CANNOT BE SEIZED IN MORTGAGE FORECLOSURE

Electric refrigerators not fully paid for cannot be seized with property in a mortgage foreclosure proceedings, William M. Ross, official referee, has held in decision handed down on August 6 in favor of the General Motors Acceptance Corp. and the Frigidaire Corp. in a mortgage foreclosure action instituted by O. H. Greene against Abraham and Dora Elkins and others in Syracuse, N. Y.

The contention that the electric refrigerators were part of the real estate was advanced by Mr. Greene in an action to foreclose a mortgage for \$125,000 on the Brighton Arms apartment house in Syracuse. The two General Motors divisions were named as co-defendants. They failed to appear and judgment was awarded against them by default.

Later these companies obtained an order opening the default, on the ground that the plaintiff had no legal right to take possession of or sell 38 electric refrigerators installed in the apartment house and sold to Elkins under a deferred payment contract.

ALTOONA, PA., UTILITY REPORTS SPEEDY INSTALLATION

The Chester Valley Electric Co., Altoona, Pa., reports a new speed record in their service department. Recently the mayor of a small town decided to surprise his wife with a new Frigidaire, so he called the firm's sales department, and informed them that if they could install the Frigidaire within three hours he would buy one. The service department, however, beat that time. They had the Frigidaire installed and in operation in just one-half hour.

Paul Jones Resigns As President of Evansville Concern

Paul Jones, president and general manager of the Refrigeration Products Co., Inc., Frigidaire distributors, Evansville, Ind., has resigned and disposed of his interests in the company. Jones has been identified with the Evansville Frigidaire concern for seven years.

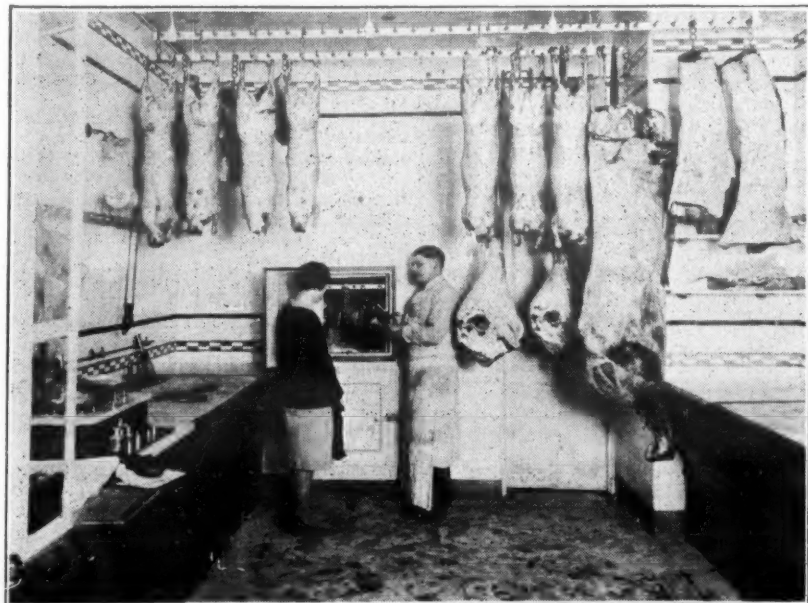
Frigidaire Distributor Moves to New Larger Quarters

The Domestic Electric Co., Frigidaire distributors in Birmingham, Ala., has moved to a new home in the heart of the city's business district. Souvenirs were given out and desserts were served to all visitors on the opening day.

Material Division of Frigidaire Corp. Holds Outing

The material division of the Frigidaire Corp., held its annual outing Sept. 7, at Eagles Park, Dayton, Ohio. This picnic was the thirteenth in the series given for the Frigidaire employees.

French Butchers See Sales Appeal In Electric Cooling



View of the Frigidaire cold-chamber at the Frouin meatshop in Paris. The cold room has a small section opening into the shop and the shelves immediately behind these doors are kept well-arranged with choice cuts of meat. No opportunity is lost to serve the customer directly from this supply or at least to impress her with the completeness of the equipment by displaying here on a small scale the way all meats are preserved on a large scale inside the refrigerated room.

**More than 300,000 owners
and not one has spent a single dollar
for repairs or service!**

WE CHALLENGE COMPARISON!

After all, anything is either good or bad by comparison.

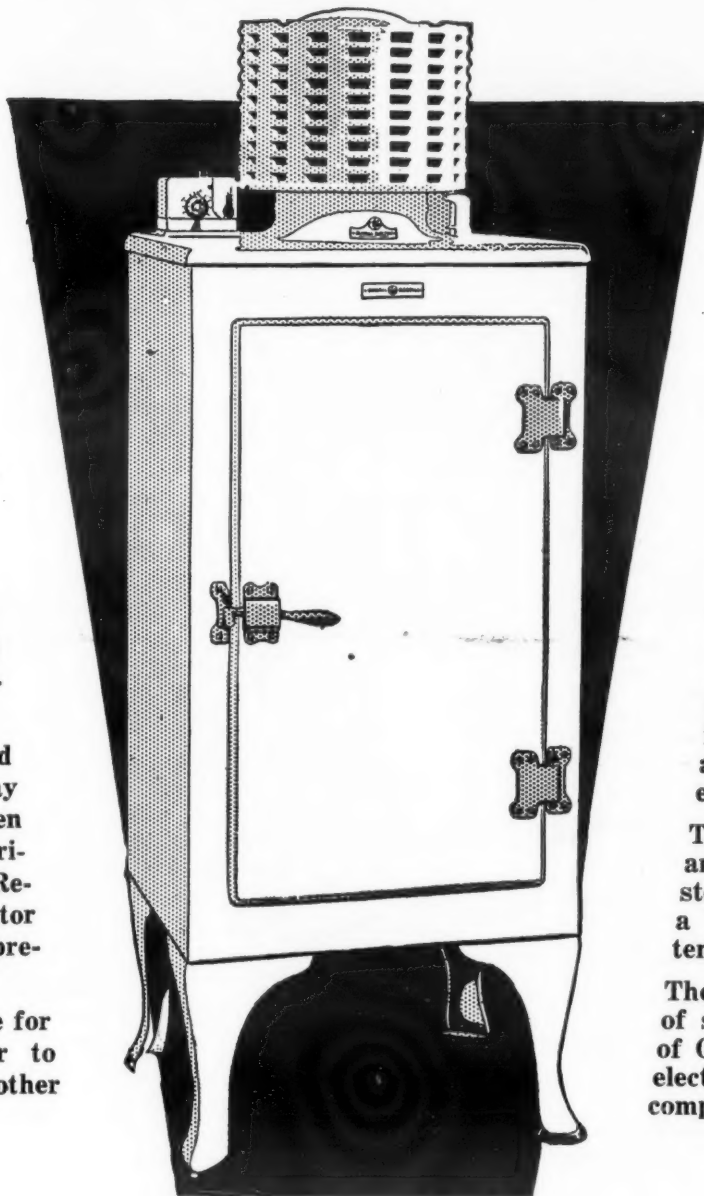
The first incandescent lamp developed by Edison was good because it was an improved method of lighting in comparison with the old kerosene lamp. By the same token, the present-day Mazda Lamp, a development of General Electric, is good because it is vastly superior to all previous incandescent lamps.

And so on through the various developments of science—anything is good or bad by comparison!

Electric refrigeration is no exception. The first electric refrigerator, built fifty years ago, was an improved method of refrigeration in comparison with previous methods.

But the world's foremost scientists and engineers felt there was a better way than the conventional way. After fifteen years of intensive research and experimental work, the General Electric Refrigerator was perfected—a refrigerator "years ahead" in comparison with previous electric refrigerators.

It is this fact that makes it possible for the General Electric Refrigerator to challenge comparison with any other make.



So far not one owner of a General Electric Refrigerator has had to pay a single dollar for repairs or service. It is General Electric's answer to those who ask, "Is electric refrigeration out of the experimental stage?"

The first people who bought these refrigerators when they were introduced, more than two years ago, bought them on faith. They knew that if General Electric engineers worked for fifteen years to perfect a product, that product would have outstanding advantages. Their early faith has been justified. Now more than 300,000 homes have General Electric Refrigerators and they haven't spent a single dollar for service.

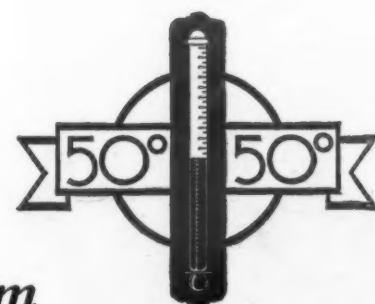
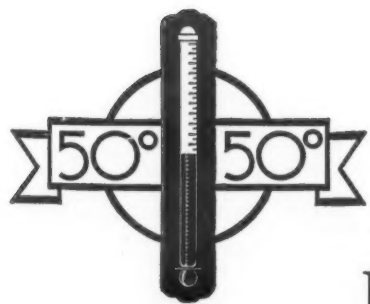
The simple, worry-free, hermetically sealed mechanism of the General Electric was hailed as revolutionary. And, it has established entirely new standards of service, of quiet operation, of economy.

Today the General Electric is the one and only refrigerator which has an all-steel cabinet—warp-proof and rugged as a safe. It has an easily accessible temperature control.

These are but a few of the many points of superiority that cause the selection of General Electric Refrigerators when electric refrigeration is purchased "by comparison."

Practical Advantages To Users

- ...an hermetically sealed, dust-proof mechanism
- ...a simple freezing regulator
- ...entire mechanism mounted on top—that is quiet and requires no oiling
- ...a sanitary, porcelain chilling chamber
- ...maximum food storage space in the cabinet
- ...an all-steel, warp-proof cabinet
- ...mounted on legs with broom-room underneath
- ...absolutely no radio interference
- ...no installation costs
- ...an unqualified two-year guarantee.



*We endorse the National Food Preservation Program
50° is the safety point for perishable foods*

GENERAL ELECTRIC

ALL-STEEL REFRIGERATOR

Every General Electric Refrigerator Is Hermetically Sealed

Northern Indiana Power Co. Holds Electrolux Sales Meeting



A special Electrolux sales meeting was held by the Northern Indiana Power Co. of Huntington, Ind., August 1, which was attended by over forty salesmen representing the various district offices. Although the meeting lasted only one day, every minute was crowded with interesting talks and discussions on the subject of refrigeration sales.

Fred W. Dopke, sales supervisor of the company, presided at the meeting and opened the program at 10 o'clock. C. A. Miller, Electrolux zone supervisor, Servel Sales, Inc., gave a talk on "The History of Automatic Refrigeration" which was followed with a complete sales canvass on Electrolux. Following luncheon at the LaFountain Hotel, A. T. Golding, sales promotion manager, Servel Sales, Inc., presented the new Electrolux sales and advertising helps in a convincing manner. The next speaker was Charles A. Low of Chicago who covered the new Electrolux sales portfolio, outlining the best methods of presentation.

Sam James and a young lady from the Home Service Department staged an Electrolux sales farce which was greatly appreciated. Earl Good, of the LaFayette office, gave a talk entitled "An Electrolux Sale Every 15 Minutes" which was a resume of the special sales campaign he had conducted with unusual success.

The meeting was held under the supervision of Paul A. McLeod, district manager of the Northern Indiana Power Co. at Huntington, and H. L. Stearns, Electrolux district sales manager, Servel Sales, Inc.

First Row, left to right—Messrs. Lutz, James, Blackburn, Smith, Law, Abramson, Miller and North. Back Row, left to right—A. T. Golding, sales promotion manager, Servel Sales, Inc.; C. A. Lowe, Chicago; Davis, Paul A. McLeod, district manager, Huntington; Roberts, James, Wooley, H. L. Stearns, Electrolux district sales manager, Servel Sales, Inc.; C. A. Miller, Electrolux zone supervisor, Servel Sales, Inc.; Miller, Moore, Fahlising, Fred W. Dopke, sales supervisor, Northern Indiana Power Co.; Clary, Evans, Harshbarger and Earl Good, sales manager, LaFayette office.

C. C. HARVEY CO. CLOSES ORDER FOR 70 UNITS

The C. C. Harvey Co., 144 Boylston Street, Boston, Mass., has just completed part of the installation of Servel electric refrigeration in the Newhall Apartments, located on Beacon Street. The project called for electric refrigeration to be supplied in 70 apartments.

The apartment building combines two entirely separate units which are located



E. A. Terhune

on both sides of Beacon Street, facing each other. Work on the first unit has just been completed and arrangements are under way to rush the completion of the refrigeration in the second and larger building.

According to E. A. Terhune, retail sales manager of C. C. Harvey Co., this

contract was considered one of the "plums" of the year. Rentals in the Newhall Apartments run from \$5,000 to \$10,000 yearly and the company has been featuring the installation in newspaper advertisements.

Servel Sent Five Youths to Citizens Military Training Camp in Kentucky

Five representatives of Servel Sales, Inc., Evansville, Ind., attended the Citizen's Military Training Camp, held at Camp Knox, Kentucky, several weeks ago. Those selected for the training were boys of outstanding character and ability employed in various departments in the factory.

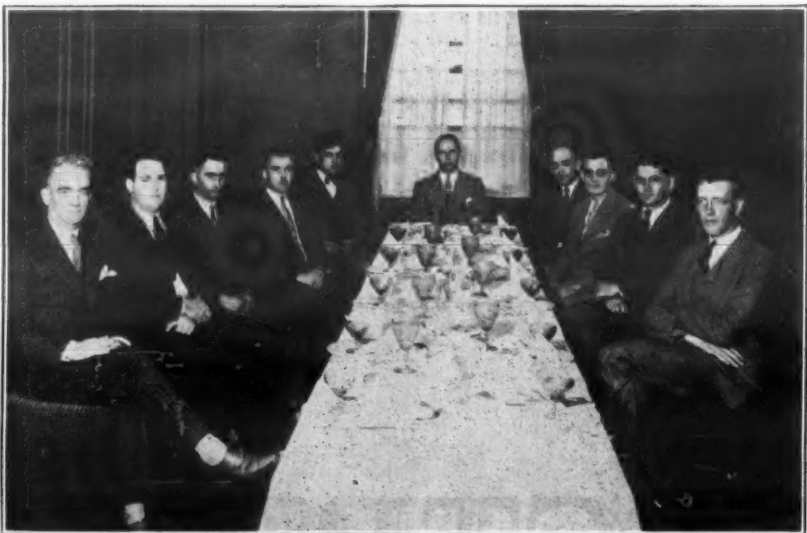
Arthur Mahone, Clement Decker, Jack Hyde, Willard Gary, and Harry Rudolph were the young men chosen for the special training. All of them received their full salaries while in attendance at the camp which lasted over a period of four weeks.

Central Indiana Gas Co. Features Unique Electrolux Display

The Central Indiana Gas Co., Marion, Ind., is promoting the sale of Electrolux gas refrigerators by prominently displaying a unit in its salesrooms. The unit is mounted on rough wood and is so constructed that all parts are exposed to view. Visitors are attracted by the big ball of frost and the gas flame which makes it possible.

Salesmen report that they find this type of unit serves to simplify their sales demonstrations. After the Electrolux operation is fully explained the prospects are taken over to another section of the floor and shown the line of cabinets.

Servel Conducts Commercial Sales School at Jackson, Mich.



Twelve men attended the Servel commercial sales school held at Jackson, Mich., August 12th to 14th, inclusive, which was organized under the direction of Carl J. Conkey, special sales representative of Servel Sales, Inc.

The men who attended were: A. B. Gidley, Consumers Power Co., Hastings, Mich.; Wallace Wiswell, Independent Electric Co., Muskegon, Mich.; L. Riemenschneider, Consumers Power Co., Jackson, Mich.; M. W. Boekeloo, Consumers Power Co., Kalamazoo, Mich.; H. W. Freeman, Consumers Power Co., Lansing,

Mich.; E. L. Conklin, Consumers Power Co., Lansing, Mich.; F. Denoy, Consumers Power Co., Flint, Mich.; Harry C. French, Consumers Power Co., Jackson, Mich.; and Carl J. Conkey, C. C. Kempf, R. C. Ryan and Frank P. Shea, all of Servel Sales, Inc.

The major part of the time was spent in outlining the field for commercial sales, followed by technical discussions and service detail. The school was the first of a series of thirty-two which are now being given throughout various parts of the country.

SERVEL NEWS

Guessing Contest Provokes Interest And Obtains Many Prospects

To stimulate greater interest in gas refrigeration by demonstrating how little it costs, dealers throughout Maryland and the Virginia are conducting a sales promotion campaign that in many respects is unique. Launched by Kunkels, Inc., leading department store of Baltimore and dealer for Electrolux, it has been repeated in Petersburg, Va., by the Petersburg Gas Co., and in Newport News by the Newport News Furniture Co. It is also scheduled for Portsmouth, Va., Norfolk, Va., Martinsburgh, W. Va., and Winchester, Va., by local gas utilities.

A window display used during each campaign attracted crowds by its uniqueness and simplicity, provoking thousands throughout the territory to enter the contest. Interest was heightened in the affair by staging the sealing of the gas and water meters by some prominent member of the community such as a local professor, engineer or member of the Chamber of Commerce. To permit an exact estimate of the cost of the water and gas each contestant was asked to carry his figure to the hundredth of a cent such as .3725. This reduced possibilities of duplicates to a minimum.

Thousands have participated in the campaigns all of which featured a guessing contest on the amount of gas and water required to operate an Electrolux for one day. Kunkels, Inc., reports that the contest met with tremendous enthusiasm and interest, well over a thousand people visiting the refrigeration sales

rooms during the campaign. "I have never seen such whole-hearted interest," said M. S. Alvey, president of the store, who also reports that a valuable prospect list was obtained from which many sales have been made.

In Baltimore the campaign consisted of a special window display, newspaper advertising, invitations and a contest in which an Electrolux was offered as first prize. In some of the smaller towns the first prize consisted of \$50 in paid-up gas bills. As an inducement to buy a refrigerator during the special week, a set of refrigerator dishes was offered with each purchase, an allowance of ten dollars on the customers old ice box, and no installation charge.

On one evening during the week a lecture was given to women on the subject of food preservation. In the larger cities home economists talked, while in the smaller towns the lecture was given by the company's sales manager. At each gathering, refreshments were served, consisting of frozen deserts and chilled drinks. Hundreds of women attended the lectures and received first hand information about gas refrigeration.

In Baltimore the contest was won by Mrs. Harry Lauterbach of 3706 Hillsdale Avenue who estimated the gas consumption to cost \$.04801 per day, and the water \$.01269. The actual cost of gas per day as the judges computed upon unsealing the meter was \$.04802 and the water \$.01031.

Electrolux Distributor Inaugurates Bi-Weekly Cooking School

The British Columbia Electric Railway Co., Ltd., Electrolux distributors in Vancouver, B. C., Can., has established a bi-weekly cooking school as one of its regular advertising features. Upwards of two hundred women attend each session. The Electrolux is featured at each class and under the supervision of domestic science experts, tempting dishes are made.

Each woman attending the class is supplied with recipe cards which call for the use of the gas refrigerator. In addition to the school, a model kitchen is used for demonstration purposes. Officials of the distributing company say that the classes have proved one of the best forms of promotional sales work.

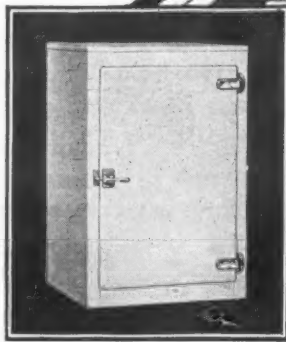
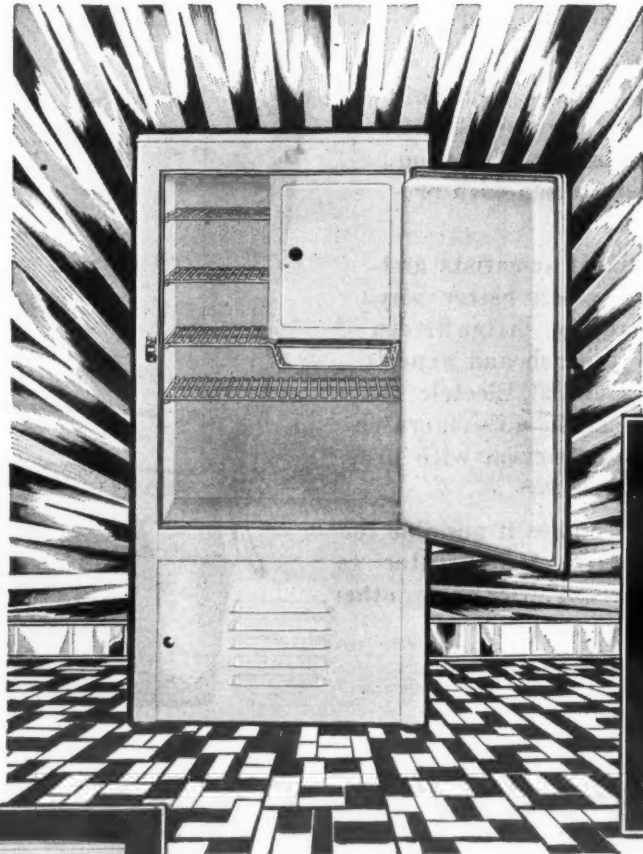
Gas Refrigerator Featured in Display at Atlantic City

Thousands of visitors to Atlantic City were attracted by a special Electrolux gas refrigerator window, shown in the Du Pont permanent display on the boardwalk, the week of August 5th. Du Pont products are used in finishing the Electrolux. According to the manager of the display, the biggest crowd of the season was present the week of August 5th, and vast numbers stopped to examine the gas refrigerator.

Electrolux Unit Installed on New U. S. Destroyer

An electrically operated Electrolux refrigerator is now wardroom mess equipment on the U. S. S. Mervine, one of Uncle Sam's new destroyers that recently left the west coast for Southern waters. It was installed by the Electrolux representative at San Diego, Calif.

Rex Cabinets Protect Your Unit



More than twenty models of REX Cabinets in a wide range of sizes, specifications and color combinations, including full porcelain, are offered for your consideration. Ask for our complete catalogue and price list.

We Endorse the National Food Preservation Program

FOR any Electrical Refrigerator the cabinet should be chosen with the greatest care. Countless times a day the cabinet is subjected to abuse in the hands of the user—the American Family accepting their refrigerator as being built to "stand the gaff" . . . Then, too, your salesmen make certain definite statements regarding the entire assembled unit—its construction, durability and dependability. You can "play safe" with your customers by using REX Cabinets . . . Many new and remodeled apartments are being equipped with electric refrigeration and both builders and dealers accept REX Cabinets as standard. The models illustrated have proven unusually popular for Apartment House installation because of their splendid appearance, good qualities and low prices. They are of four cubic feet net food storage capacity and can be furnished with either enamel or porcelain lining and with or without the lower storage compartment.

REX MANUFACTURING CO., CONNERSVILLE, IND., U. S. A.



METROPOLITAN NEW YORK "GOING ELECTROLUX." Photograph shows shipment of Electrolux refrigerators being delivered to new modern apartment. Dozens of scenes like this are taking place in New York City every month as sales continue to jump ahead.

The swing to ELECTROLUX gathers force

LIKE a giant snowball rolling down hill, the countrywide swing to Electrolux goes faster and faster. Seventy-seven of the finest new high class apartment buildings erected in Metropolitan New York in April and May were completely equipped with Electrolux—5,535 refrigerators.

Within the past nine months, 231 new apartment buildings in New York have been equipped with Electrolux—a total of 17,077 refrigerators to these buildings alone.

Stop and think a minute what that means. You know what sales managers say when they talk about breaking into the New York market with a new product. Tough? It's the toughest market in the world. Yet within the past 24 months nearly 25,000 Electrolux Refrigerators have been sold there.

That's the story of New York. The same thing is happening in other cities. Philadelphia's new skyscraper apartment building, Chancellor Hall, is Electrolux-equipped. So is the 381-apartment Chatwick Gardens, at Forest Hills, Long Island.

In St. Louis, the new 96-family apartment dwelling at the corner of Bingham and Grand Avenues is completely equipped with Electrolux, the finest modern refrigerator. In Chicago, in Washington, in New Orleans, in Los Angeles, the trend is toward Electrolux.

This nation-wide swing to Electrolux points to one conclusive fact . . . bigger sales for every Electrolux dealer. So far, sales for the first six months of 1929 have been two and a half times greater than the same period in 1928. There is every reason to believe that they will increase still higher before the year is over.

The swing to Electrolux is on all over the nation . . . right in your own territory.

Turn prospects into customers by keeping in constant touch with them, particularly your contacts in the building field.

Get your share of the growing increase in Electrolux business, and succeed with Electrolux. Servel Sales, Inc., Evansville, Indiana.



ELECTROLUX

THE GAS REFRIGERATOR

MADE BY SERVEL

KELVINATOR NEWS

Kelvinator-Cleveland Builds Up Organization of Producers in Four Months



Organization of Kelvinator Branch office in Cleveland.

RECENT sales records of the Kelvinator distributing organization in Cleveland have so far outdistanced the previous year's sales for this district that it is evident that something has happened to their merchandising methods. According to reports from Kelvinator headquarters in Detroit the Cleveland office is maintaining a record of 125 per cent of its quota with a territory having twenty counties less than that of the previous set-up.

In explanation of the increased effectiveness of operations in the Cleveland territory it is said that the results are due largely to the application of a simple rule—a rule which everybody agrees to in principle but one which is frequently neglected in practice—that of strict supervision of all selling effort.

To build up the sales staff, classified advertisements in the newspapers were used to attract prospects. Of the total number interviewed only 8 per cent were selected. These men were put through an intensive course of training but only 50 per cent were graduated. The men who did stand the stress of the training and probationary period have been responsible for bringing in additional salesmen of high caliber.

According to H. E. Markland, Cleveland branch manager, and T. E. Focht, domestic sales manager, an important factor in securing high grade salesmen has been the willingness of the company to allow a drawing account to the salesmen during the training period. This had the effect of maintaining the salesmen's confidence in their opportunity until they could show results. Such compensation is justified from the company viewpoint only by the most careful selection of candidates.

When the salesmen were placed in the field they were put in charge of supervisors having complete responsibility for their actions. A supervisor was provided for each crew of eight men. Salesmen were required to report to their supervisors every two hours. The supervisors, in turn, made a daily report of the activities of each salesman under their jurisdiction. A follow-up system was developed from these records whereby

each man was advised of his "call-backs" at the meetings held between eight-thirty and nine o'clock each morning.

As each crew started the day's work, the supervisor in charge would personally accompany the newest member, helping him in his canvass and staying with him until he had actually made his first sale. Each supervisor had to see to it that every man under his direction turned in at least one sale a week even though it was necessary for the supervisor to complete the job himself.

By following this plan which calls for systematic education first then a close follow-up of all selling effort, the Kelvinator office in Cleveland has built up a force of highly successful salesmen which in turn has made it possible for the Cleveland district to surpass all previous sales records for the territory.

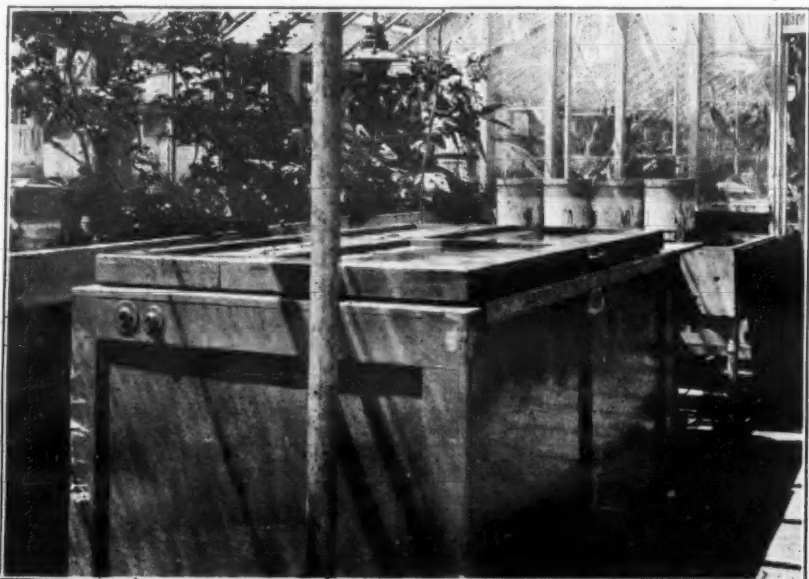
J. J. BANTLIN CO. TAKES OVER KELVINATOR DISTRIBUTION IN CINCINNATI, OHIO, TERRITORY

The Julius J. Bantlin Co., wholesale distributors of automotive supplies and radio products at 815 Race Street, Cincinnati, has taken over the distribution of Kelvinator in the Cincinnati territory. The Kelvinator division is operated under the name of Kelvinator-Cincinnati, with I. H. Goodman as general manager. Mr. Goodman was formerly manager of the apartment house division of the old company. Extensive remodeling is under way at the new headquarters. Wilmington, Loveland, Miamitown and Hamilton dealers will operate under the Cincinnati distributor.

Recent Visitors at Kelvinator Plant in Detroit

R. E. Kimmel, Kelvinator distributor at Jacksonville, Fla., was a recent visitor at the Kelvinator plant in Detroit. Frank J. Finn, apartment house salesman with Kelvinator-St. Louis, also visited at the factory a short time ago.

Kelvinator-Esco Unit Utilized By University in Flower Tests



The Esco cooler illustrated here has been installed in the plant laboratory of the University of Vermont and is equipped with a Kelvinator compressor. This cooler is used under the immediate direction of Professor George P. Burns, who has charge of the bulb test work at the university. This installation was made under very severe atmospheric conditions, due to the humid atmosphere with a very high temperature in the plant laboratory.

KELVINATOR REPORTS 40% GAIN IN AUGUST ORDERS

Kelvinator Corp., Detroit, Mich., announces that orders and shipments for the month of August are nearly forty percent over and above those for August last year, according to a statement by H. W. Burritt, vice-president. "This augments the previous sales gains during 1929," Mr. Burritt said, "and is evidence of the fact that the business is less seasonal and more steady in its demands than in former years. September is the month of the National Food Preservation Campaign when the continued use of refrigeration for perishable foods is brought to the public mind through a great national advertising program. This, together with the late warm summer weather, has done much to continue the refrigerator selling season."

Southern Radio & Equipment Co. Gets Normal College Contract

George B. Gray, manager of the Southern Radio & Equipment Co., Kelvinator distributors at Little Rock, Ark., reports that his company has secured the contract to install refrigeration equipment in the new half-million dollar Negro State Normal College, located at Pine Bluff, Ark. The contract calls for installation of equipment in the kitchen and facilities for cooling the drinking water.

Central Indiana Power Co. Reports Increase in Kelvinator Sales

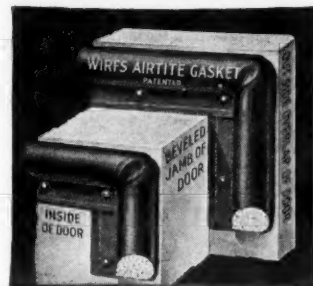
F. J. Foersterling, manager of the Midwest Division of the Kelvinator Corporation's sales activities, reports a three hundred per cent increase in sales by the Central Indiana Power Co., for the first seven months' period of 1929, as compared with the first ten months of last year; and that July sales were thirty per cent over the quota for the month.

Turner Company to Distribute Kelvinator in Ft. Wayne Ind.

The Turner Co., electrical appliance merchants in Ft. Wayne, Ind., are now Kelvinator distributors for northeastern Indiana. This company has opened its newly modeled and redecorated quarters at the corner of Harrison and Lewis Sts.

CONTROLS
For the Refrigeration Industry
GOODNOW & BLAKE MFG. CO.
3840 Beaver St., Detroit, Mich.
Manufacturers of the
LASSEN CONTROL

Wirfs PATENTED "AIRTITE" GASKET

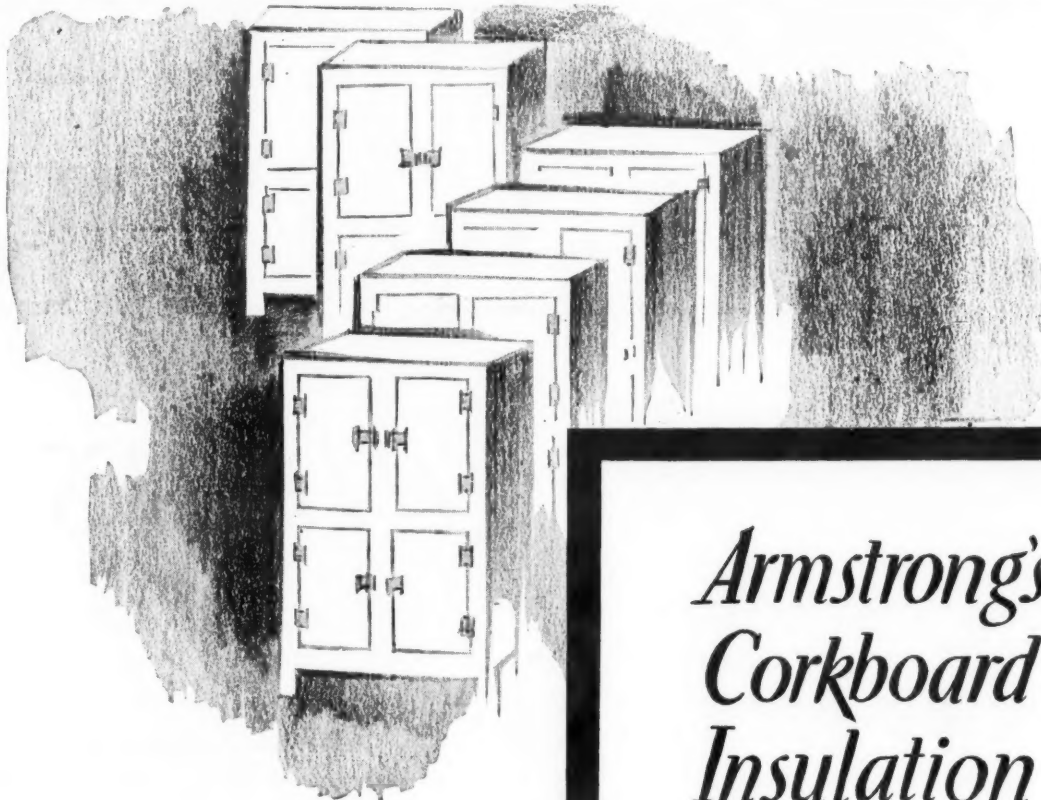


assures

Electrical Refrigeration Efficiency

An electrical unit is only as efficient as the box in which it is installed. Poor door contacts on wood or metal boxes hinders its efficiency and increases operating costs.

WIRFS CORPORATION
135 S. 17th St. St. Louis, Mo.



*Armstrong's
Corkboard
Insulation
Needs
No Apology*

YOU don't need to "hem and haw" or sidestep the question of insulation when your cabinets are lined with Armstrong's Corkboard. The public knows cork and accepts it without argument as superior insulation. "It is insulated with Armstrong's Corkboard" is a sales point that carries the conviction of quality.

The reason is that for many years Armstrong's Corkboard has been not only the standard insulation for cold storage rooms, but also widely advertised and used for the walls and roofs of residential and commercial buildings. People generally are familiar with Armstrong's Corkboard. It needs no explaining to overcome the suspicion of "substitute" which applies to less-known materials. Armstrong's Corkboard is already sold, and its favorable acceptance helps

to sell the other features of your refrigerator.

From the standpoints of operating economy, structural stability, and sales appeal, Armstrong's Corkboard affords advantages unequalled by any other insulation.

Samples and full particulars will be furnished promptly on request. Armstrong Cork & Insulation Company, (Division of Armstrong Cork Co.), 917 Concord St., Lancaster, Pa.; McGill Building, Montreal; 11 Brant St., Toronto, 2.



TRADE MARK
REG. U. S. PAT. OFF.

Armstrong's Corkboard Insulation

AGAIN IN AUGUST KELVINATOR

SHIPMENTS SHOW GAIN OF NEARLY 40%

Revealing Record Prosperity of Kelvinator Dealers

Graphic evidence of the fact that electric refrigerator sales are no longer "seasonal," Kelvinator shipments in August exceeded those of the same month last year by approximately forty per cent.

For eight successive months, Kelvinator shipments have shown remarkable advances over 1928---convincing proof both of a new awakening on the part of the public to electric refrigeration advantages and an increasing trend to Kelvinator as typifying the industry's greatest value.

Dealers planning to enter this great and profitable field will find September---with its nation-wide Food Preservation Campaign---an excellent month to begin activities.

And in Kelvinator they will find the greatest number and variety of domestic and commercial units available in the entire industry.

You will be interested in Kelvinator plans for the year just ahead---embracing the most comprehensive selling aids in Kelvinator history. Write today for complete information.



**The New Kelvinator Four
is the Year's Greatest Value
in Electric Refrigeration**

KELVINATOR FINANCIAL STATEMENT

Kelvinator Corporation reports for three quarters of the year ended June 30, 1929, as follows:

	1928	1929
Gross Profit.....	\$2,185,566	\$2,823,644
Total Operating Expense.....	1,392,625	1,164,167
Operating Profit	\$ 792,941	\$1,659,477
Other Deductions	735,885	217,674
NORMAL NET PROFIT.....	\$ 57,056	\$1,441,803

On June 30 the company had no bank loans. The balance sheet of June 3, 1929, shows a net working capital of \$6,492,213, an increase of \$2,527,344 since September 30, 1928.

Overnight the new Kelvinator Four has changed automatic refrigeration of foods from a luxury of the few to a necessity and an economy for thousands of dwellers in homes and apartments.

In size, adequate for the needs of a family of four or five---more than 8 square feet of shelf space. In Durability, unapproached by refrigerators costing far more. Built of heavy Parkerized (rust-proof) steel, the cabinet will yield a long lifetime of service. 100% automatic in operation. No regulation needed, either for fast freezing of ice cubes and desserts or for the maintenance of constant cold---well below 50 degrees in the food compartments.

Retailed at the lowest price ever placed on Kelvinator quality, dependable to the point where service is reduced to the absolute minimum, the New Kelvinator Four offers a new and profitable opportunity for electric refrigeration dealers.

**KELVINATOR
CORPORATION
DETROIT, MICH.**

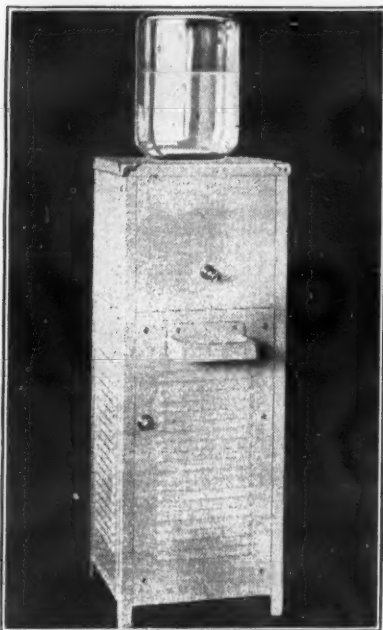
WE ENDORSE THE NATIONAL FOOD PRESERVATION CAMPAIGN FOR SEPTEMBER

COPELAND PRODUCTS OFFERS NEW BOTTLE TYPE WATER COOLER

Copeland Products, Inc., Detroit, announces a new bottle water cooler, the Model E, and the discontinuance of the Model P, which it replaces. Capacity, over-all dimensions and finish are identical as are most specifications except for some new and exceptional features.

A feature of the new Model E cooler is that no drinking water comes in contact with metal from the time it leaves the bottle until it is ready to be drawn off at the tap.

The cooler is a heavy, square cast iron tank, the interior finished with fused white enamel, with the inside corners rounded out to facilitate cleaning and to prevent sediment accumulations. The expansion coil, cooling solution and control bulb are in a special compartment so placed as to eliminate the building up of an ice coat by the coil, permitting operation of the condensing unit at higher suction pressure and increasing the machine efficiency. The container's large water-contact surface permits rapid



Copeland Water Cooler Model E

cooling with the temperature more uniform. Placing the expansion coil and control bulb in a special compartment also makes them readily accessible for possible service and keeps the water compartment free and clear of these parts.

Frosting, condensation and heat loss are eliminated by placing the expansion valve in a special Kapok insulated metal housing underneath the container cabinet. The waste water container, a square metal tank, is equipped with a drip loop on the expansion coil suction line to carry any possible condensation to the container, and is so placed that water shows in the porcelain drain bowl when the container requires emptying.

COPELAND CONCERNS ARE VYING FOR POSITIONS IN NATIONAL SALES CONTEST

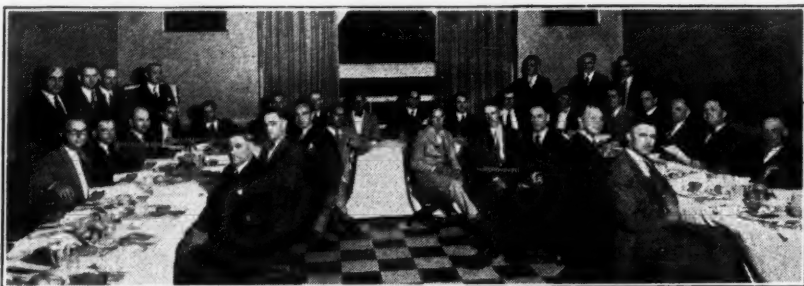
The national sales contest of Copeland Products, Inc., distributors and dealers, which started in March and ends Dec. 31, is taking on renewed vigor with the coming of the cooler season. Standings as of Sept. 1 show a shifting in several cases among the leaders and the advent of newcomers among the strongest contenders.

The contest is divided into eight groups, based on population, with a cup to be given the winner in each. Possession of the cup is for a year, becoming permanent after three victories, not necessarily successive, on the part of the holder. Standings in the various groups as of Sept. 1 follows:

In Group 1, Copeland Refrigeration of New York was in first place with the R. B. Alling Co., Detroit, a newcomer, in second. In Group 2, Copeland St. Louis Co. leads with Copeland Refrigeration Co., Milwaukee, a new contender, in second. Group 3 leader is the Fink Electric Refrigerating Co., Cincinnati, with Harper-Meggee Co., Seattle, in second place. Binder Electric Supply Co., Trenton, N. J. continues in first place in Group 4, and Charles Rice, Springfield, Mass., in second. The lead in Group 5 is now held by B. L. Johnson Co., Inc., Bethlehem, Pa., who replaces the Hagen Furniture Home, Hammond, Ind., now second. W. B. Wookey, Pittsfield, Mass. is the new leader in Group 6, forcing the former leader, the East End Cycle Co., Middletown, O., into second position. In Group 7, Feltus Engineering Co., Vicksburg, Miss., maintains its lead, but is being threatened by Walter Connally & Co., Tyler, Texas, second place, who are narrowing the margin between them. Group 8 is still dominated by Earl E. Holden, Jr., Hyannis, Mass., and Knecht-Feeney Electric Co., Mt. Vernon, O., first and second positions, respectively.

COPELAND NEWS

Copeland Holds First of Series Of Executive Dinners



Louis Ruthenburg, president of Copeland Products, Inc., Detroit, held the first of a series of "executive dinners" on the evening of August 19 at the Detroit Leland Hotel. Thirty-four members of the Copeland organization representing all departments and divisions were present. Charles W. Hadden of the executive staff was toastmaster.

Discussing Copeland operations, President Ruthenburg pointed out that the company had enjoyed a successful season and referred to the recent financial statement which showed a substantial increase in profits over the previous year.

"The outlook for the future is decidedly satisfactory," he said, "for Copeland will continue to operate on the sound business foundation of producing a quality product that will successfully weather the storm of competition. With these policies and aims as a basis, Copeland cannot but attain the confidence and endorsement of the ever increasing numbers of users and prospective users of electric refrigeration."

Other speakers were W. D. McElhinny, vice president; Frank West, chief engineer; Ed. Barger, manager service department; Carleton S. Smith, comptroller; Glenn Muffly, consulting engineer and O. G. Lonskey, traffic and purchasing department.

Mr. Lonskey as temporary chairman of the recently formed Copeland Athletic Association reported that practically 90% of all department members had filed applications for membership and that the outlook indicated there would be pretty close to 100% before the association was operating. The Athletic Association plan has been successful in producing better cooperation and friendship in every organization President Ruthenburg has headed.

COPELAND OFFERS NEW FINNED COOLING UNIT FOR APARTMENT JOBS

Copeland Products, Inc., has announced its new 7-A fin tank to take the place of the coil in Copeland apartment house installations. The new device is said to add the long recognized advantages



Recently announced device of Copeland Products, Inc., intended to replace the coil in Copeland apartment house installations.

of the individual unit system to the multiple installation systems.

The new finned tank operates with a smaller amount of refrigerant than the coil system, consequently requiring a smaller amount of electric current. In addition, it stores up cold and maintains it for hours after the current is cut off. This necessitates less starting and stopping of the condensing unit. The ice capacity of the new unit is 63 cubes with a double depth tray for desserts. Its compact size makes possible greater food storage capacity in the cabinet.

COPELAND DISTRIBUTOR FOR NEW YORK GETS 7 CONTRACTS IN WEEK TOTALING \$59,464

Sale of 343 Copeland electric refrigeration units, totaling \$59,464 on seven different contracts in one week, is the recently established record of Copeland Refrigeration Company of New York, Inc. Purchasers and the number and types of units were: Jaffe & Son, Brook-

lyn, 20 model A-5; Morris Rich Construction Co., 75-family apartment, Long Island City, 40 model N-5; 1122 Avenue N. Realty Corporation, 17 model N condensing units with the new type of 7-A Copeland cooling tanks; Anthony Mayer, Brooklyn, 14 N-5 and 1 model N-7-P; Flermel Holding Co., Brooklyn, 71 model N-5; Monarch Estate, Castle Court, Inc., Brooklyn, 64 model A-5-P and 16 model 1-P, and the U. S. Fidelity & Guaranty Company's new building at 940 Grand Concourse, New York, 82 model N-5 specials and 18 model CS-7.

Milwaukee Copeland Distributor Issues House Organ

Copeland Refrigeration Co. of Milwaukee is the latest electric refrigeration distributor to enter the publishing business, with a weekly house organ. The first issue came off the press in August. Maurice Atlas is the editor. The publication is as yet unnamed.

Copeland Snowman Makes Debut

A new personality has entered the field of advertising. He is "The Copeland Snowman," a chunky, roly-poly individual of snow, with wide grinning jocular mouth, and hard coal eyes and nose, a gentleman of lines and parts strangely reminiscent of childhood's winter play. Atop his head is an ice cube, an innovation.

Customarily, it is expected, he will be pictured with an armful of the things—meat, milk, fruits and vegetables—that grace the interior of a refrigerator, but to date he has been shown performing multiple tasks, such as cooling drinks, making desserts, crisping a salad, guarding the baby and cutting food bills. Report has it he is as versatile as he appears jovial.

The Copeland "Snowman" was introduced to the electric refrigeration buying public some weeks ago in a series of advertisements appearing in papers in the country's larger centers. His natural colors lend themselves readily to the Copeland advertising motif of white on a black background; consequently his initial bow was without the need or aid of artistic fussing or other stage make-up.

It is planned to make the "Snowman" a feature of all Copeland ads and literature. He is to become an integral part of the Copeland trademark and be perpetuated on Copeland machines and cabinets.

Operates Copeland Unit at Cost of .0288 Cents Per Day

The per diem cost of operating an N-5-P Copeland unit is .0288 cents, according to figures compiled by a lay investigator, A. R. Allschwager, of Minneapolis, owner of one of these models. Mr. Allschwager recently reported his findings

to A. Victor Nielsen, sales manager of the W. S. Nott Co., Copeland distributors in the Minneapolis territory.

The results were obtained after 230 days checking. When Allschwager bought the Copeland on Nov. 18 last year he immediately put a watt-hour meter on his motor. In the test period he discovered the consumption had been 221 kw. hrs. or approximately 960 kw. hr. per day. Cost of operation totaled \$6.63 in the 230 days or .0288 cents per day.

ROBINS ANNOUNCES NEW EUROPEAN DISTRIBUTORS FOR COPELAND PRODUCTS

H. M. Robins, of the Robins Company, Detroit, exporters of Copeland products, announces several new distributing connections in Europe, South America and Canada to handle Copeland products in those countries. The South American connection indirectly links Copeland with the great German electric corporation, the Allgemeine Electricitats Gesellschaft, known as the General Electric Company of Germany. The company's branch in Rio de Janeiro has contracted to distribute Copeland products throughout Brazil, aided by its other branches at Sao Paulo and Porto Alegre. The connection was established by P. A. Bloise, recently appointed to represent the Robins Company in South America.

Werner Schoop has been named European director of sales for the Robins Company with headquarters at Zurich, Switzerland. Branches recently were established in Oslo and Brussels.

Earl J. Black has been named traveling representative of the Robins Company in Eastern Canada, with headquarters at Hamilton, and Leslie & Allehin, have been appointed distributors of Copeland products in the Toronto district.

25,000,000 Salesmen to Help You Sell

FLEXO TRAY



Your customers appreciate the convenience of Flexo Tray. Use this enthusiasm as a means of making more machine sales. We tell you how.

National Advertising Next Month

These magazines have been selected for the FLEXO-TRAY Campaign:

Ladies' Home Journal
Good Housekeeping
McCalls
House Beautiful
Pictorial Review
House and Garden
Better Homes and Gardens
American Home

25,000,000 advertisements are scheduled to appear within the next six months.

FLEXO TRAY, the pure rubber ice tray, has come to stay. It has been made standard equipment by several leading manufacturers. Others have officially OKed its use. It has been approved by the Good Housekeeping Institute and the Priscilla Proving Plant. And it has been enthusiastically received by thousands of users, who can now remove ice cubes quickly, without holding the tray under a tap of splashing water.

Hundreds of dealers and distributors are pushing Flexo Tray and making real profits. The re-orders tell the story. And the leading women's magazines will soon tell the women of America about Flexo Tray, and ask them to buy from you. Can you supply them? Do you know the inside story of Flexo Tray and the profits it holds for you both as a piece of merchandise and as a means of making more machine sales? If not—

WRITE TODAY

Full information will be sent, describing the complete line, sales plan, prices and discounts.

G. M. DWELLEY, INC.

Curtis Building
DETROIT, MICHIGAN

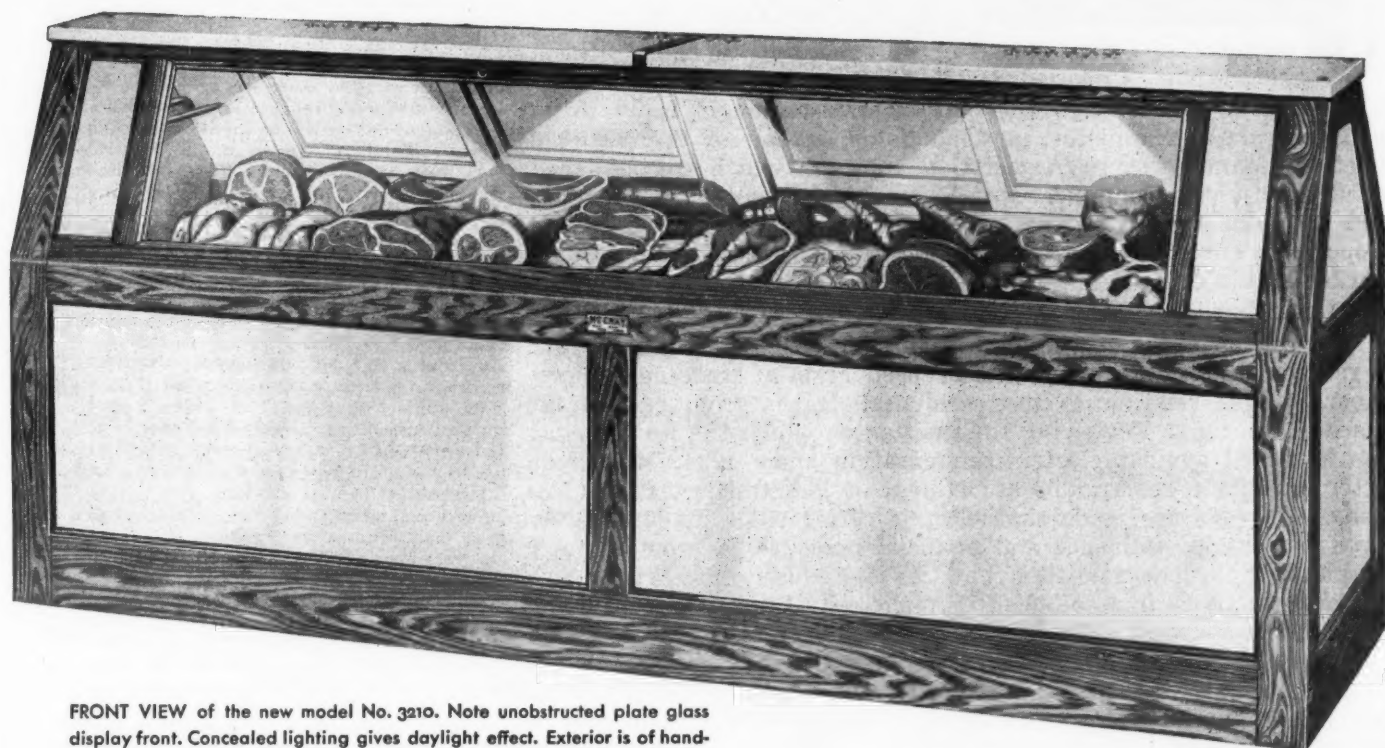
DISPLAY • • • STORAGE REFRIGERATION in a New Unit by McCray

HERE is an entirely new creation by McCray—a refrigerator case that combines in one unit the advantages of attractive DISPLAY, with a generous amount of space for refrigerated STORAGE.

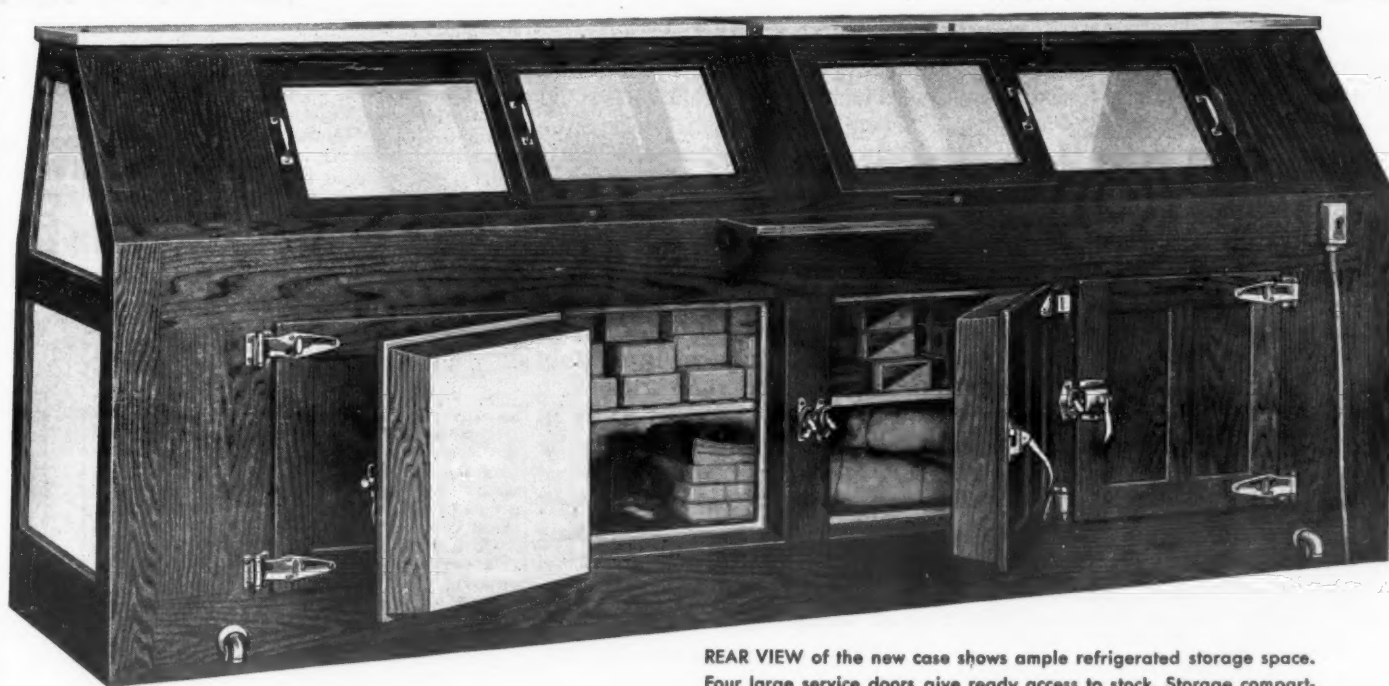
Designed to meet a real need, this new McCray model No. 3210 amply takes care of the requirements of food stores where limited room demands the greatest use of every foot of floor space. In the larger store this case serves adequately as an auxiliary to other equipment.

With a one piece display front of two courses of plate glass and FIFTEEN FEET OF DISPLAY SHELF SPACE, foods can be arranged with telling sales effect. Besides this, there is TWICE THAT AMOUNT OF STORAGE SPACE FOR RESERVE STOCK AND STAPLES. Quick access to this stock is obtained through four service doors in the rear.

And embodied in the new No. 3210 case is the well known McCray standard of construction; quality in every hidden detail which insures thorough, economical refrigeration with spoilage loss eliminated. Food merchants everywhere choose McCray equipment BECAUSE IT MEANS INCREASED SALES AND BIGGER PROFITS.



FRONT VIEW of the new model No. 3210. Note unobstructed plate glass display front. Concealed lighting gives daylight effect. Exterior is of handsome light oak finish with porcelain panels. Top also of porcelain.



REAR VIEW of the new case shows ample refrigerated storage space. Four large service doors give ready access to stock. Storage compartment equipped with wood shelf in center. Also wood floor rack.

For Use with Any Machine

THE McCRAY No. 3210 DISPLAY - STORAGE CASE is built for mechanical refrigeration only. As with all McCray models, any type machine can be immediately installed. No changes are necessary. In this unit, a coil space at each end provides for the cooling of the entire inner compartment. No partition separates the upper and lower sections. Pure corkboard insulation, sealed with hydrolene cement, keeps cold air in and warm air out.

WHATEVER TYPE MACHINE is used, the sterling in-built quality which has characterized the name McCray for 40 years, is a guarantee of the most satisfactory performance. This is of special interest to dealers in mechanical refrigeration as the right equipment is necessary for a successful installation.

McCRAY is the world's largest manufacturer of refrigerators for all purposes. Dealers in machine refrigeration should get the facts now regarding the McCray line. Write for catalogs. No obligation, of course.

McCRAY REFRIGERATOR SALES CORPORATION, Dept. 66, Kendallville, Indiana

SALESROOMS IN ALL PRINCIPAL CITIES (See Telephone Directory)

WORLD'S LARGEST MANUFACTURER OF REFRIGERATORS FOR ALL PURPOSES

McCRAY REFRIGERATORS

ELECTRIC REFRIGERATION NEWS

The Business Newspaper of the Refrigeration Industry

PUBLISHED EVERY TWO WEEKS BY

BUSINESS NEWS PUBLISHING CO.

550 Maccaebes Building, Woodward Avenue and Putnam Street
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September 11, 1929

Ice Industry Policy

ALL pretense of being guided or influenced by so-called ethical considerations is discarded in the communication of Secretary E. G. Hitt of the Chicago District Ice Association in reply to an inquiry by L. P. Bannister, merchandising advisor of the National Electrical Manufacturers' Association, copies of which are published in full in adjoining columns. Mr. Hitt makes it clear that the organized ice industry of Chicago has severed diplomatic relations and proposes to engage in a death struggle to retard the invasion of its market by electric refrigeration.

In his communication Mr. Hitt endeavors to justify the distribution to housewives of a million leaflets, designed to stimulate fear of refrigerating machines, and the reproduction of scare head newspaper articles relating to the accidental deaths from refrigerant gases in Chicago. Reviewing the grievances which the ice industry has harbored against electric refrigeration since 1924, Mr. Hitt's letter contains a remarkable assortment of indictments and confessions. Charges are made that electric refrigerator manufacturers have used undue influence and financial pressure to promote their business, while it is admitted that the ice industry has freely used the same methods to accomplish its purposes. Literature containing an open and avowed attack on electric refrigeration is enclosed with the letter complaining of unfair attacks on ice. Reference is made to legal means of securing redress but it would appear that if neither party can approach the court with clean hands there is little hope of securing peace or justice by this process.

Furthermore, little is to be gained by endeavoring to determine the exact degree of truth or justification in the various complaints. The Chicago Ice Association charges bad faith and admits its own malicious intentions. If it will clear the atmosphere any, perhaps representatives of both interests should meet in Grant Park, hang each other in effigy and read fiery speeches of denunciation to be published in all newspapers and broadcasted over red, white and blue networks. Everyone having thus had an opportunity to relieve his system of accumulated venom, and the public having been properly entertained by the spectacle, both industries would then find it necessary to attend strictly to business for some time in order to pay the cost of the dissipation.

The News has consistently urged that needless irritation of the ice industry be avoided in advertisements of electric refrigeration. We have observed that newcomers in the industry almost invariably start their presentation of the benefits of electric refrigeration with a series of invidious comparisons with ice. It is natural to go from the known to the unknown and it may have seemed necessary in the beginning to explain electric refrigeration in terms of a service more widely known to the public at that time. It is noticeable, however, that along with the expansion of the business, writers of advertising have less difficulty in finding material for a strictly constructive presentation of the subject. In advocating this policy we have been prompted by two well-defined theories of sales psychology.

First, we believe that it is unnecessary to emphasize, to the housewife, the uncertainties and inconveniences of ice delivery. All of these things she knows only too well and it is scarcely worth while to spend good money telling her. Most any housewife would gladly buy an electric refrigerator, if it could be secured at a nominal price, simply to relieve herself of the obvious inconveniences of ice. Since the purchase involves a substantial sum of money, it is advisable to give her additional reasons for desiring this improved method of food preservation in the home. We argue, therefore, that advertising and sales effort should be devoted to these additional reasons so necessary to clinch the sale.

Second, we observe that the most likely prospects for electric refrigeration are those homes in which the regular use of ice has become a habit. With this thought in mind, we reason that every encouragement should be given to the ice industry to spread its service into homes of the lowest income classes in order to pave the way for future appreciation of electric refrigeration. We have been given to understand by statements of ice company officials that the industry has been more than offsetting its losses by aggressively developing its market among those who, previously, used little or no refrigeration of any kind.

If it is true, however, that the financial credit of the ice industry is being seriously impaired as stated by Mr. Hitt, and that it is already suffering from the inroads of electric refrigeration, it may have the effect of crippling this advance guard. If those in the front line trenches of refrigeration education become discouraged, the progress of market development pioneering may be halted temporarily and the burden of advancing the line must then be assumed by the "machine" industry.

We firmly believe that the ice industry has yet an opportunity to enjoy many prosperous years and we regret that the counsellors of the industry have become panicky about the situation.

SECY. HITT REVIEWS GRIEVANCES AGAINST MACHINE COMPANIES

CHICAGO DISTRICT ICE ASSOCIATION
208 West Washington Street
Chicago

August 27, 1929.

Mr. Leland P. Bannister,
Merchandising Advisor,
National Electrical Manufacturers Ass'n.,
420 Lexington Avenue, New York City.

Dear Mr. Bannister:

I am glad to receive your letter of August 20th.

The only mistake as I view it is the fact the re-print referred to by you is the one issued by the National Association of Ice Industries, the sale of which, the President of the National Association of Ice Industries ordered stopped by long distance telephone. Incidentally, the order of President Robbins was mentioned to us by an official of the National Electric Light Association within very short time after President Robbins' circular of June 10th was issued.

So that there may be no misunderstanding as to the attitude of the Chicago District Ice Association I am enclosing herewith nine pages of newspaper re-prints concerning recent mechanical refrigerator poisonings and deaths issued by this Association, a copy of our newspaper advertisement "Play Safe—Use Ice" and a copy of pamphlet "Play Safe" of which nearly one million have been distributed to housewives in Chicago and vicinity. There can be no doubt by anyone as to our present position on this subject.

For the sake of the record, and, to illustrate how unfair we consider the small ice machine industry, it is proper to review the entire history of the situation.

As far back as June 3rd, 1924, the National Association of Ice Industries wrote Mr. A. P. Sloan, President of the General Motors Company protesting against Frigidaire advertisements appearing in the Chicago Tribune and New York Times of April 8th, 1924, which showed the dirty ice man tracking up the kitchen floor and which you can readily examine in the files of the New York Times. In this same letter to Mr. Sloan we protested against the misstatement in the Tribune "Scientists and the United States Government state that for the proper preservation of food there is required a temperature constantly below fifty degrees. These conditions are practically impossible to obtain with melting ice." Other misstatements were challenged. It so happened Mr. Leslie C. Smith, Secretary of the National Association of Ice Industries was in Europe and I personally wrote the following letter to Mr. J. L. Pratt, Vice President, General Motors Co.:

"I really believe that the interests of both the General Motors Company and the Ice Industry can be best served by promoting the increased use of refrigeration in all households rather than by any attack on the part of either of us, upon the advantages of ice versus mechanical refrigeration. The matter of the merits of ice versus mechanical refrigeration is so broad a subject and so highly technical I think it would be a waste of time to enter on same. I am certain, however, that no good can be obtained by a public exploitation of alleged differences between the relative merits of ice and small ice machines."

This was our position as recorded six years ago, and nothing could be fairer. This correspondence was followed by a conference between Mr. E. G. Biechler, then General Manager, Frigidaire Company; Mr. J. G. Black, Treasurer, National Association of Ice Industries; and myself, at which time Mr. Biechler stated no more unfair advertising would be permitted by his Company and furthermore local representatives would be called sharply to account for any independent misstatements on their part.

It is particularly noticeable that the misstatements concerning 50 degree temperature were at issue at that time and this timeworn theme is apparently to be the key-note of National Food Preservation Month commencing September 1st, 1929.

In a recent letter addressed to the Ice Publicity Association of Pittsburgh by Dr. Louise Stanley of the United States Department of Agriculture she states with the exception of milk, there is no authority for the statement that 50 degrees is the danger line. In an article appearing in Electric Refrigeration News of August 14th, 1929, there appears under heading "50 degree danger mark okayed by Chicago Health Department" the statement: "We have been trying to teach our people that food must be kept at 50 degrees or less all along" says Dr. Arnold H. Kegel, Commissioner of Health. "For practically all foods 50 degrees marks the limit of safety." In my presence and that of Mr. George B. Bright no later than afternoon of August 22nd, 1929, Dr. Kegel denied having made any such statement.

Our opinion is that propaganda concerning fifty degrees as being a danger line is nothing more nor less than an insidious attempt to convey to the public the thought that ice is unsafe and to dissatisfy them with their old reliable ice boxes. I further believe such propaganda will be classed as unfair competition by the Federal Trade Commission in the complaint now before that body. It is really surprising that some ice companies are lending support to such a movement, despite the fact the National Association of

ICE ASSOCIATION ATTACKS

Ice Industries refused to endorse it. The limited support it is receiving from some few ice manufacturers may be due to utility ownership of certain ice companies. As a further illustration of our patient and fair attitude, on November 26th, 1924, we addressed a letter to Mr. Samuel Insull, President, Peoples Gas Light & Coke Co. and the Commonwealth Edison Co., Chicago, calling his attention to unfair ice machine advertising issued by the Peoples Gas Light & Coke Co. and further to the fact that the Ice Industry of Chicago was the second largest power customer of the Commonwealth Edison Co. Vice President Mullaney of the Peoples Gas Light Co. replied as follows:

"Let me say in all candor and without pretending this is an adequate explanation or excuse: If I had been here when this pamphlet was issued, instead of absent on my first vacation in four years,

you would have found less in it to criticize as unethical."

This correspondence was followed by a conference on December 15th, 1924, between Mr. Mullaney and Mr. E. W. Lloyd, Vice President, Commonwealth Edison Co.—now President of the National Electric Light Association, and a committee from the Chicago District Ice Association.

EDITOR'S NOTE—This is an error. M. S. Sloan of the New York Edison Co. is president of the National Electric Light Association. Mr. Lloyd is, however, a member of the National Executive Committee of the N.E.L.A.

Mr. Lloyd stated if the ice industry of Chicago insisted, they would abandon the sale of mechanical refrigerators. Our committee replied that we had nothing to fear from competition of the mechanical refrigerator provided the competition was clean and the advertising not misleading, therefore, we would make no request that they abandon the sale of mechanical refrigerators.

Despite these conferences and understandings so many complaints of unfair competition on the part of the small ice machine industry were received, it became necessary in June, or July, 1926, to hold another conference between the ice industry and the small ice machine industry at which time a joint resolution was adopted by both sides opposing attacks upon each other.

Apparently the mechanical ice machine industry regarded this resolution as a sign of weakness or surrender on the part of our industry. The result has been that the Frigidaire Company has repeatedly put out statements to the effect sulphur dioxide is harmless. Their advertising as to their refrigeration being cheaper than ice drew an advertisement from their competitor the Absopure Co. requesting them to confine their advertising to truthful statements.

The General Electric Company in private instructions to their salesmen entitled "How General Electric Teaches Refrigerator Salesmen to Meet Common Objections" (the authenticity of which is acknowledged by Mr. W. J. Dally, Sales Promotion Division, in a letter dated July 9th, 1928) contains numerous misleading statements and the positively untrue statement that "sulphur dioxide is harmless and non-corrosive." As far back as 1924 or 1925 when the Public Service Co. of Northern Illinois commenced handling the Serval Machine they advertised "The Chemical Used in Ice Refrigeration is of Vital Importance to the Housewife and Her Family. It is known that ammonia gas, sulphur dioxide, sulphur chloride, and other gases are extremely injurious to people and in many cases have caused death. Methyl chloride which is used in the Serval machine in addition to its superior physical qualities, is absolutely harmless to the individual and does not corrode any parts of the machine. The smallest child can breathe the fumes of methyl chloride without injury."

Commissioner Kegel's photograph of Mr. and Mrs. Painter lying dead with their dead baby in its crib alongside, as well as the official records of the Coroner of Cook County are ghastly refutation of that advertisement.

On August 16th, 1929, after ten people including Mr. and Mrs. Painter and baby died from inhaling methyl chloride fumes, (Concluded on Page 15)

LETTER BY BANNISTER OF N. E. M. A. WHICH IS ANSWERED BY HITT

NATIONAL ELECTRICAL MANUFACTURERS ASSOCIATION
420 Lexington Avenue, New York

August 20, 1929.

Mr. Ed Hitt,
Chicago District Ice Association,
Chicago, Illinois.

Dear Mr. Hitt:

PUBLICITY

One of our members has sent me the attached copy of publicity which appears to have come from your office.

I do not feel that this is the type of matter which your organization would sponsor and I am wondering if there is not some mistake.

Will you please advise me.

Very truly yours,
LELAND P. BANNISTER,
Merchandising Advisor.COPY OF ENCLOSURE
NATIONAL ASSOCIATION OF ICE INDUSTRIES
163 W. Washington St., Chicago

July 3, 1929.

TO ALL MEMBERS:

"JURY FINDS REFRIGERANT KILLED WOMAN" reads the CHICAGO TRIBUNE story.

Inclosed is sample reprint of some of the newspaper stories. All members who wish copies in quantity, please fill in order blank below.

NATIONAL ASSOCIATION OF ICE INDUSTRIES.

McK/GE

National Association of Ice Industries,
Chicago, Illinois.

Gentlemen:

Please send me at once.....copies
METHYL CHLORIDE DEATH reprints at
\$18.40 per M. f. o. b., Chicago.

Name.....

COMPANY.....

STREET.....

CITY.....

STATE.....

Chicago Ice Association Protests Use of "Ice Box" in Newspaper Headlines



One of nine broadsides of newspaper clippings covering accounts of refrigerant gas accidents and investigations in Chicago, issued by the Chicago District Ice Association.

ELECTRIC REFRIGERATION

(Concluded from Page 14)

the Public Service Company of Northern Illinois now selling the Frigidaire machines advertised in the "Evanston Review" and other papers that "sulphur dioxide" a relatively harmless refrigerant means worry free refrigerator service.

We do not know when sulphur dioxide changed its deadly nature as originally advertised and became harmless. Possibly the change took place when the Public Service Co. of Northern Illinois commenced selling Frigidaire.

Your especial attention is directed to page advertisement published in the Harborsburg, Pa., Patriot on July 9th, 1929, by the Holmes Electric Refrigerator Co. headed "The Biggest Most Costly Bonfire The Town Has Ever Seen" wherein they state "Up in smoke will go as many wasteful, heat-leading, germ breeding, old refrigerators as we can lay our hands on." Following is the old 50 degree propaganda.

Please note the enclosed compilation of Chicago newspaper headlines concerning "ice box poisonings," "ice box gases," and "ice box deaths." It is passing strange the word "Electric Refrigerator" has seldom appeared, but is generally used when a sale is being made. Immediately after "ice box" news articles commenced appearing in Chicago daily papers, we offered page advertisement "Play Safe—Use Ice" prepared under the supervision of expert chemists, advertising men, and attorneys.

After rejection by two large Chicago daily newspapers, it was offered to another daily, part of a national chain, with the statement by us it had been twice rejected previously. This particular paper called in their attorney who approved the copy and it was set in type. Just before press time, we were notified it would not be printed unless we deleted the words "sulphur dioxide." Two days later, the Chicago Journal, fully aware of previous rejections printed the advertisement in their "Home" or "noon" edition. Shortly after it appeared on the streets they notified us the presses had been stopped and there would be no further publication. We are informed that the request to stop publication emanated from the office of a high official of a certain power company backed up by a large advertising agency of national reputation. Thus we were denied the elementary justice of being allowed to offer any defense of our business, or state our side of the case.

We defy anyone to disprove one single statement in our copy. While our advertising may not be ethical as viewed by other interests it is at least truthful and its rejection causes us to wonder concerning the vaunted freedom of the press.

You may rest assured that any advertising matter issued by the Chicago District Ice Association will be prepared with meticulous regard for truth and will be submitted to legal talent before publication.

The position of the small ice machine industry in failing to acquaint purchasers with the fact their machines contain a dangerous gas is in our opinion indefensible. Decisions of the Federal Trade Commission regarding misbranding of goods and laws requiring labelling of poisonous substances are so numerous as to make the subject of misbranding undebatable. The resolution adopted by the Electric Refrigerator Manufacturers in Cleveland on August 1st, 1929, indicates

no desire for mention of this subject.

When we attempted to publish exact facts combating small ice machine advertising, various advertising managers of newspapers, advertising agencies, and others made the stereotyped argument that our advertising was "unethical" that "no industry was ever built up by tearing down another" and so on ad infinitum. The fact that our industry has suffered severe inroads, our financial credit impaired, and the public led to believe the ice industry is becoming decadent through unethical advertising received but little, if any consideration, until we commenced to reply with facts largely based upon sworn testimony before the Coroner of Cook County.

As we understand the attitude of the small ice machine industry and its allies, it is perfectly proper for them to make any statement they please concerning the ice industry, but highly improper for us to combat such advertising. We do not subscribe to such "ethics" nor do we appreciate the frantic efforts to close the columns of the press to us when we attempted to advertise facts.

The Standard Dictionary defines the word ethics as "The basic principles of right action." We do subscribe to this definition.

We also realize that the Utility Companies are cognizant that if the power used in manufacturing ice can be thrown on household lines, it will mean from fifteen to twenty times more revenue, hence the small ice machine field is most attractive. On the other hand being primarily public service institutions, we doubt their charter right to engage in merchandising goods, or expend funds for advertising small ice machines, and other appliances. We do know this subject is receiving considerable attention from the organizations of department stores, and we have not lost sight of it.

It is our intention to fully acquaint every housewife in Chicago and vicinity with exact and complete facts concerning household refrigeration, and leave to her good judgment the selection of the type she deems best for the safety and welfare of her family.

Yours truly,

E. G. HITT,
Secretary.

EGH:MC

Copies to

Mr. M. H. Robbins, President, National Association of Ice Industries

Mr. Leslie C. Smith, Secretary, National Association of Ice Industries

Secretaries, Local Ice Associations

Mr. Gerard Swope, President, General Electric Co.

Mr. Alfred P. Sloan, President, General Motors Co.

President, Servel Company

Mr. E. W. Lloyd, President, National Electric Light Association

Ice and Refrigeration

Merchandising Ice

Refrigeration

Refrigerating World

Electric Refrigeration News

President, Copeland Co.

President, Holmes Electric Refrigerating Co.

CHANGES IN EDITORIAL STAFF OF THE NEWS

Hugh J. Moore, managing editor of ELECTRIC REFRIGERATION NEWS for the past two years, resigned September 1 to become manager of publicity of the National Standard Parts Association, an organization of automotive accessory manufacturers and jobbers. Previous to his connection with the News, Mr. Moore was with the Kelvinator Corp., in Detroit.

John Dittler, who has been assistant editor of the News for over a year, succeeds Mr. Moore as managing editor. Miss Helen Mutnick has joined the staff as librarian of the editorial department.

Harbor Coal Co. Buys Michigan City Electric Refrigeration Outlet

Simpson & Adamson, Michigan City, Ind., have sold their electric refrigerator and oil burner divisions to the Harbor Coal Co. of the same city.

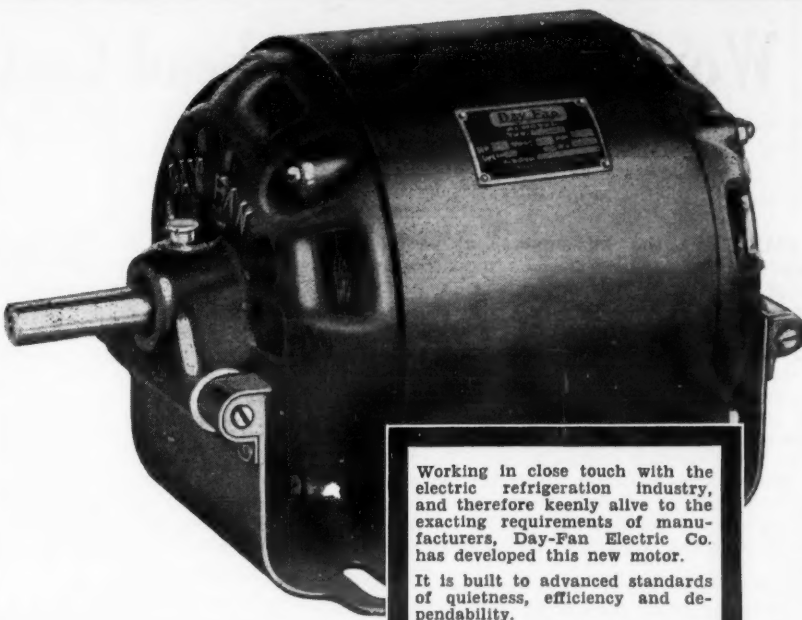
Birmingham Servel Dealer Gets Apartment Job

The Alabama Electric Supply Company, Servel dealers in Birmingham, Ala., has just installed seventy-two Servel units in the Quinlan Castle Apts.

J. B. Holston Advanced By Wagner Electric Corp.

Wagner Electric Corp., St. Louis, announces the appointment of J. B. Holston as branch manager of the St. Louis sales office.

E. T. L. Service for Domestic and Commercial Electric Refrigeration
Testing and experimental laboratory service for Manufacturer, Distributor, Central Station—Test data exclusive property of client
ELECTRICAL TESTING LABORATORIES
80th Street and East End Avenue, NEW YORK CITY, N. Y.



Working in close touch with the electric refrigeration industry, and therefore keenly alive to the exacting requirements of manufacturers, Day-Fan Electric Co. has developed this new motor.

It is built to advanced standards of quietness, efficiency and dependability.

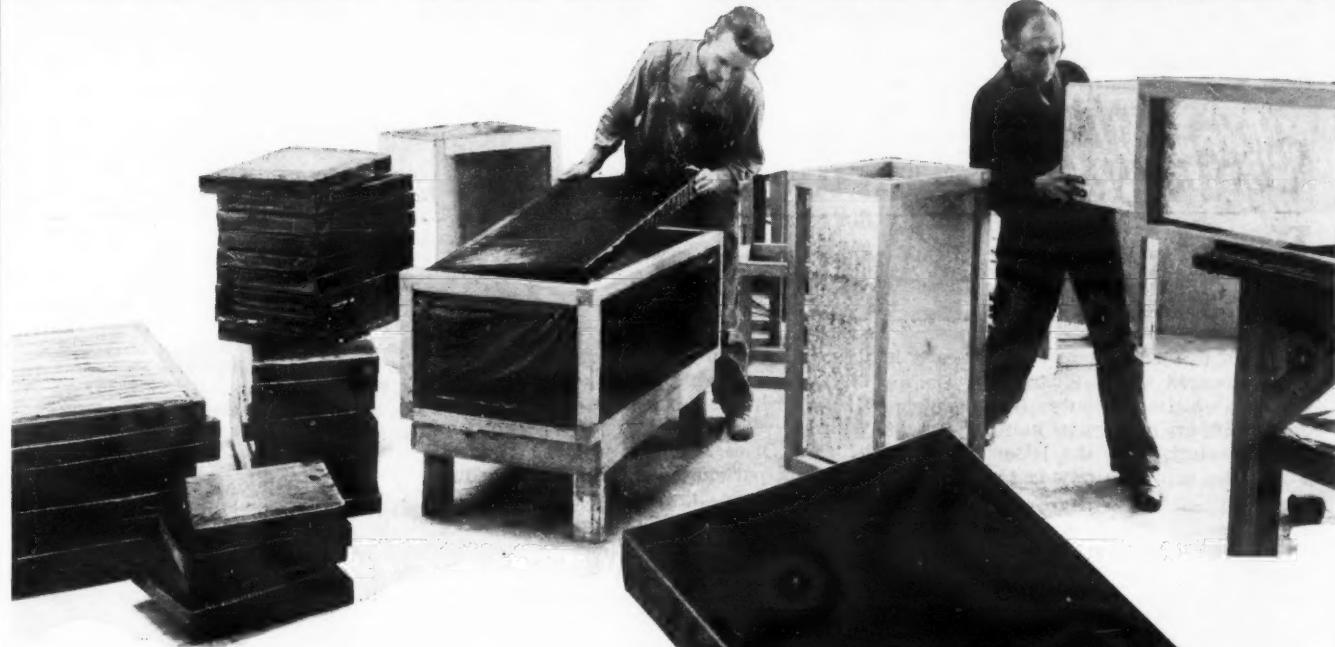
Brush lifting type, and mounted with rubber cushion on specially designed cradle base, it is free from electrical hum and vibration. With it we are helping both Copeland Products and Kelvinator Corporation insure silence, economy and dependability to users of their refrigerators.

Day-Fan Electric Company
DAYTON, OHIO

Day-Fan fractional horse-power motors are operating many well-known appliances, besides refrigerators—pumps, washing machines, cleaners, fans, etc.

We will gladly furnish sample of any type motor for test.

Balsam-Wool Sealed Slabs



These Sealed Slabs make Good Refrigerators Better

CUT to specified size and hermetically sealed in a waterproof covering, Balsam-Wool Sealed Slabs give maximum insulation at low cost. They combine the desirable features of both flexible and rigid insulations.

Balsam-Wool has an average thermal conductivity of not exceeding 6.0 B. t. u. per square foot, per 1" thickness, per 24 hours, per 1° Fahrenheit difference in

temperature. Any refrigerator insulated with Balsam-Wool Sealed Slabs thus becomes economical to operate.

In production the assembly is speeded up. For the slabs are easy to handle and can be quickly and easily sealed to the frame members when desirable.

If you are not familiar with this remarkable refrigerator insulant, write for a free sample slab at once.

WOOD CONVERSION COMPANY

Insulation Division of Weyerhaeuser Forest Products • Mills at Cloquet Minnesota

Industrial Sales Offices: 360 N. Michigan Avenue, Chicago

3107 Chanin Bldg., New York

938 National Press Bldg., Washington, D. C.

3084 West Grand Blvd., Detroit, Michigan

Manufacturers of Balsam-Wool Insulation for Domestic Refrigerators, Motor Buses and Airplanes; Balsam-Wool Refrigerator Car Insulation and Steel Car Insulation; Balsam-Wool Standard Building Insulation

Balsam-Wool Sealed Slabs

Destructive Advertising Openly Distributed by Ice Men

There is no such thing as an "Electric Refrigerator"



The term "Electric Refrigerator" is generally misunderstood. All mechanical refrigerators, whether they derive their power from electricity or illuminating gas, must necessarily use some chemical refrigerant. This is true of the individually operated units in the kitchen or kitchenette or the large central units in the basement, supplying many apartments. These central units require a very much larger supply of chemicals.

The more common chemical refrigerants used are Methyl Chloride, Sulphur Dioxide, Carbon Dioxide, Ammonia and Iso-Butane.

If the gases from these chemicals escape into the home in sufficient quantities, through leaking pipes, coils or connections, authorities assert that such gases are either noxious, poisonous, explosive or suffocating. Such hazardous gases have no place in the home.

There is no danger with ICE REFRIGERATION

Some confusion has arisen in the public mind due to the misuse of the term, "ICE BOX" by the newspapers in reporting the recent casualties caused by mechanical refrigerator gas poisoning.

To correct any misunderstanding, we want to state positively that no deaths or injuries from asphyxiation can ever occur from a box using ICE for Refrigeration.

Ice is always safe and dependable. Its use requires no machinery, no chemicals, no dangerous gases. It is manufactured in large sanitary plants, under the careful supervision of experts, and is as pure as modern methods and machinery can make it. Fresh and sparkling, it is delivered to your home and stands ready to guard your food supply or cool your favorite drink.

Ice cannot hurt you or your children, nor will it ever give you any cause for worry or apprehension.

PROMPT, DEPENDABLE ICE SERVICE IS AT THE TIP OF YOUR TELEPHONE.

Today the ice service in Chicago and suburbs is better than ever before, due to marked improvements in manufacture and delivery. Telephone your ice man now and let him service your ice box regularly.

Ice is cheaper, of course, but best of all it is SAFE, SILENT, SURE and EFFICIENT.

PLAY SAFE • • • USE ICE

CHICAGO DISTRICT ICE ASSOCIATION

SELLING SERVICE

Elimination of Long Guarantee Would Reduce Overhead Costs

By Frank W. Gray
Western Sales Manager
Absopure Refrigeration Corporation

REMEMBER the humorous dialogue of the "Two Black Crows" in which one of them tells how he ran a farm down in Rome, Ohio, buying little pigs for \$4.00 and selling big ones for \$4.00? And when his companion asks him how he ever made money that way, he answers "we found that out?"

A great many electric refrigeration dealers are "finding out" the same thing about their service departments. They are discovering—as radio and automotive dealers discovered before them—that it does no good to bring profits in the front door if they are to go out the back door again.

There is no reason why electric refrigeration service cannot be sold, just as service is sold in other fields of merchandising. There is no reason why free service should be allowed for a ridiculously long time after the date of sale, why free service should be allowed on failures of operation occasioned by other causes than defects in the machines, and why service departments cannot be conducted on a basis of efficiency and made a paying department of the business.

The Free Service Guarantee

Free service guarantees on electric refrigeration equipment should not extend longer than the period of adjustment on the equipment—which should not be longer than ninety days. Some agencies extend free service for a year, or even two years. Some dealers allow themselves to be forced to give free service as long as the customer owes them any money on his time payments. The public will naturally accept all that is offered them, and will learn to insist upon it.

Refrigeration dealers all over the country are allowing themselves to be imposed upon in the matter of free service.

The sales contract should clearly specify what such service is to cover. It should be specified that faulty operation caused by any other factor than defects in the equipment itself is not covered by the free service guarantee. And ninety days is the longest period of such service that a customer can reasonably expect. It is astonishing how reasonable the buying public can be when they are appealed to in the right way—in other words, when they are sold right.

Service Personnel

Judging the service department to be a necessary evil of their business, many electric refrigeration dealers tend to economize on their service overhead to a point of sacrificing efficiency. This policy has brought serious loss to many agencies. The best labor is none too good in the particular work required of electric refrigeration service men. Good service men are to be had, but like all other expert labor they must be paid in relation to their value.

Upon inspecting the organization of a professional electric refrigeration service organization recently, the writer was interested to discover that this company has discovered that the best labor obtainable was the most economical to their operations. The average wages paid were ninety cents an hour. The manager of this business, who is a seasoned electric refrigeration man, remarked that men of ability paid on this scale

were far more profitable to him than cheaper service help.

Service Supervision

Service departments must be supervised. The service foreman should be a carefully selected man. He should have some engineering training, should have ability to handle men, and should have the right personality to "sell service." Many sales originate in the service department. Many more sales would originate in service departments if service foremen were picked for personality as well as ability.

A good service foreman should eliminate waste in materials and time which one so often finds in the operation of a service department. Service men can be very careless in their habits if not checked up. Expensive tools and materials are often left on jobs, or lost in other ways. It is an old recourse of service men to replenish a system with gas periodically, instead of going to the trouble to find leaks. Service inventories should be kept with accuracy. And service records, if carefully kept, should show up the "chronic" trouble making jobs. Some dealers might consider a service foreman as non-productive labor, but would find that he is not non-productive as far as profits are concerned.

Service Equipment

One of the greatest sources of loss in refrigeration service is the lack of proper tools and equipment with which to save time on the job. The writer watched a job going in the other day where the men were laboriously chiseling out channels in concrete with sledge hammers. An electric air hammer would have done the job more efficiently in one tenth of the time. Time is more expensive than tools. The first step in the organization of a service department should be to equip the men with proper tools, and to fit up a service truck with tool boxes to hold those tools—so that the equipment is always available on the job.

Before service men go out to a job, an estimate sheet should be made up listing all equipment needed down to the last flare nut. The service foreman should see to it that this equipment goes

into the company's work shop.

The sales force consists of 15 domestic Servel salesmen with two supervisors in charge. In addition to this group, there are nine salesmen who specialize entirely in Servel commercial refrigeration. The city has been divided into 15 domestic zones and nine commercial zones, so that every salesman has an exclusive zone in which to work. Each morning a sales meeting is held in both domestic and commercial departments, conducted by the supervisors. Separate meetings are held in the evenings each week for the purpose of discussing sales problems.

Special Dairy Section

A special dairy sales section has been established under the direction of Carl Sutter. Twenty service and installation men comprise the service department in charge of A. H. Fletcher. The men are equipped with special uniform bearing the Servel name on them.

A system of records and forms is maintained, which adds to daily efficiency. There is a special form of order blank made out in triplicate, which contains the explicit terms of the contract. A prospect card file is kept for tabulating leads for the salesmen. This card shows full information available and the results of subsequent interviews. There is also the salesman's daily report form listing calls and miscellaneous remarks.

The installation and service record forms show each item of service necessary, specifications of equipment, customer's name and address, and recommendations. Each service man is given this form when he goes out on the call so that he has written instructions beforehand.

In the commercial refrigeration department, a specification form has been prepared for purposes of estimating requirements. This data sheet has been designed for walk-in coolers, refrigerator boxes, freezer counters, display counters, and all kinds of display cases.

WISCONSIN PR. & LT. CO. SOLD 590 G. E. UNITS IN THREE MONTHS CAMPAIGN

The Wisconsin Power & Light Co., Madison, Wis., sold 590 General Electric refrigerators in a three months campaign. The total sales were 20 more than the quota set.

The salesmen were divided into teams, one for each district, and prizes were given for the team which sold the most refrigerators. The first day of the contest brought in a total of 256 sales.

The company has decided to extend the contest until December 31st, and they expect to have 1,000 refrigerators sold by that time. G. C. Neff, vice-president, has promised the sales force a large banquet if they reach or top the quota.

Century-Old Hardware Concern Builds Large Trade For Servel

WAY down south in New Orleans is located A. Baldwin and Co., a concern which distributes Servel refrigerators in an aggressive manner not at all characteristic of the leisureliness for which the southern city is famous.

Established as a hardware business 107 years ago, the Baldwin organization has built up a large retail, wholesale, and export trade. Somewhat more than a year ago the company took the Servel franchise. During April of this year, the refrigeration department did a business amounting to \$45,000.

According to the remainder of the Baldwin organization, the man chiefly responsible for this sale of Servel refrigerators is L. F. Murphy, head of the refrigeration department. Together with J. W. Davis, general sales manager, Mr. Murphy has built up a system of hand-

ling, selling, and servicing electric refrigerators which is worthy of study.

In April, 1928, the company acquired their Servel franchise, covering the city of New Orleans and a number of surrounding parishes. At that time a subsidiary organization was established to handle Servel products under the name of A. Baldwin Sales Company, Inc. L. F. Murphy was elected president and general manager of this new firm. So rapid was the growth of the new company that he was soon elected to the parent company as vice president.

The company has built up a refrigeration department which operates its service department, tin shop, and machine department. All electrical and plumbing work is handled by trained service men. Part of the commercial coils are manufactured according to individual speci-

Southern Copeland Men Discuss Plans for Fall Sales



Successful sales schools were held through the Southern territory by factory representatives of Copeland Products, Inc., under the direction of L. J. Melvin, factory representative. A meeting at Memphis, Tenn., was attended by the Copeland organization there and by representatives of the Little Rock, Ark., distributor company. A similar successful school was held several days later in the showrooms of the Ideal Heating & Refrigerating Co., Birmingham, Ala. Ten outside dealers were represented at the meeting in the Fletus Engineering Co., Vicksburg, Miss. A prize of \$50 to

the dealer in this territory selling the most Copeland units in a 45-day period was announced as a result of the school. Seven outside dealers were listed in the New Orleans school; 17 at the San Antonio, Texas, school; 15 at that held in Dallas and 10 at that in Waco. D. B. Henry, of the Copeland factory commercial sales department, conducted the school at Roanoke, Va. Mr. Henry also was in charge of a sales meeting at Milwaukee attended not only by dealers and salesmen in that territory but by dealers from Iowa.

on the truck, and that proper tools are carried. It is often the case that time spent in running back to the shop for extra fittings would be sufficient to finish three jobs instead of one.

Coordination of Sales and Service

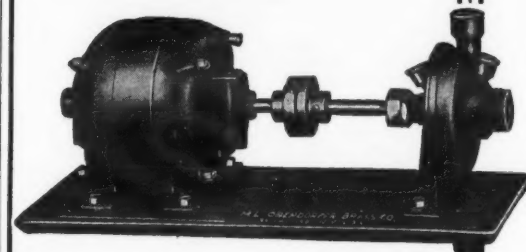
Coordination of sales and service is essential in the successful operation of any refrigeration agency. The problems of the sales and service and installation departments should be common to both. The writer has found it a good plan to include the service men in the sales meetings. In this way the service men absorb something of the spirit of sales, learn what the problems of sales are, become more a part of the organization. The service men have a chance in these meetings to tell their side of the story—cautioning salesmen against promising things that cannot reasonably be done, advising against the overloading of con-

densing systems, and underbidding on jobs.

Service Department the Heart of the Agency

In his contract work with dealers in the field, the writer has learned to scan service and installation departments first of all for evidences of business losses. The service and installation department is the foundation of electric refrigeration business. Without cooperation and efficiency from this department the sales department is working at great disadvantage in the promotion of business. If refrigeration dealers would give more attention to the organization of this department of their business and take care to ascertain exactly what their costs of service are they would be less likely to find that sales volume is one thing, but net profits are most emphatically another.

OBERDORFER MOTOR DRIVEN CENTRIFUGAL PUMP



No. 4-G

A highly efficient all-bronze pump with ball bearing thrust. Capable of rendering a long life of useful service. Handles either calcium or sodium brine. Low in price. Immediate delivery with motors of any standard voltage.

M. L. OBERDORFER
BRASS CO.

2310 Thompson Road,
Syracuse, N. Y.

The PRESIDENT

ATLANTIC CITY'S NEWEST BOARDWALK HOTEL

Offers for the Fall and Winter Season

Single Rooms with Bath—

From \$28.00 weekly, European Plan
or \$49.00 weekly, American Plan.

Double Rooms with Bath—

From \$42.00 weekly, European Plan
or \$84.00 weekly, American Plan.

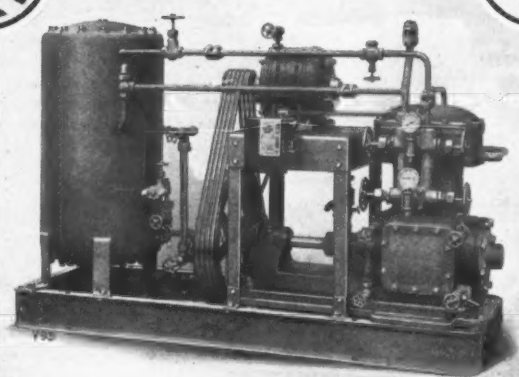
Sea Water Swimming Pool.

Marine Sun Deck.

Concert Orchestra.

Under the Management of
Charles D. Boughton

Frick Refrigeration



Frick Combined Refrigerating Units

are made in sizes to fill the needs of meat markets, groceries, dairies, creameries, bakeries, hotels, restaurants, bottling works, soda fountains, club houses, hospitals, confectionery, fruit and floral shops, etc. Thousands of these units are in successful operation today. No foundation is required for the machine. It is as easily put in place as the ordinary show counter or refrigerator.

Write for complete details.

Frick Company
WYOMING, PA. U.S.A.
ESTABLISHED 1892

HOW TO SELL

Psychological Merchandising

By A. Edwin Fein

PSYCHOLOGY is the "Science which classifies and analyzes the phenomena of the human mind."

Psychology takes account of all human instincts—life preservation, love between man and woman, maternal and paternal affection, the love of ease and comfort, luxury and pleasure, the desire for money, appetite, fear, ambition, spirituality, etc.

The successful merchandiser can reckon intelligently with these instincts because he will possess many of them himself. Some of them he can understand only by sympathetic observation. If he is a man, he can only approximate a mother's regard for her children. His own concern, if he has children, is from a different viewpoint. A man's desire to have his children well dressed may possibly be just as keen as their mother's, but the woman's viewpoint on details will differ greatly from a man's.

Instincts and faculties vary greatly according to environment, education, occupation, age, etc. One with a musical education may go into raptures over an opera which may be boresome to some other person.

The farmer driving along the road is keenly observant of the crops. The concrete engineer or contractor views with more interest the concrete road and concrete fence-posts. The poet gives his main attention to the flowers, the birds, the scenery.

Instincts, motives and emotions can be divided into a great many classifications, according to the race, age, education, environment and the other factors that have been mentioned.

Some of the most common subdivisions that the merchandiser frequently encounters are:

- The curiosity instinct
- The instinct to collect or hoard
- The instinct to hunt, to seek food and clothing
- The instinct to be beautiful
- The social instinct
- The instinct to construct
- The preservation instinct
- The instinct to lead, to excel
- The instinct to imitate.

Psychology has a specific relationship with thought, habits, intuition, the attention, the will, the memory, suggestion, association of ideas, etc. Nothing is more certain than that more effective merchandising will be the result of a better understanding of hope, sympathy, sentiment, caution, fashion, economy, the love of ease, of money, the appetite, the inclination to imitate, the tendency to follow suggestions or commands when they do not oppose principles or counter suggestions or commands, the desire to get something for nothing or for a reduced price, the love of the beautiful, the paternal and maternal instinct, the attractive value of pictures or merchandise, and the many other things that relate to attention, interest and resolution.

Study of the goods or service to be sold is highly important, but no more important than the study of that wonderful subject—the human mind. The successful or psychological merchandiser will do well, in all his work, to give special attention to psychological principles. When we say that a man "knows human nature" or "knows how to appeal to people" and so on, it is only another way of saying that he is a practical psychologist.

The psychological factor in the creation of successful merchandising is seldom more clearly evident than in the influence of advertising in exalting the opinion of an executive in regard to the utility of an article for his business.

Central station merchandising or commercial executives have a whole host of articles clamoring for their consideration and they cannot possibly handle all the articles which would yield them a profit.

The efficiency of their business demands a limitation of their stock as to articles as well as to quantity, and the basis of their decision is not, as a rule, whether the article in question would yield them a producer's surplus, but whether it will yield them a larger producer's surplus than articles which might displace it.

Another phase of Psychological Merchandising in the creation of value may well be noted here, the influence of social value on the individual demand schedules. It is one of the distinctive functions of merchandising to put before the public an appreciation of the high regard in which the article is held by others, their estimates of its various uses, its qualities and the personal satisfaction which results from its purchase.

Probably, when we are a little more enlightened, the successful merchandiser, like the teacher, will study psychology. For, however, diverse their occupation may at first appear, the successful merchandiser and the teacher have one great object in common—to influence the human mind. The teacher has a scientific foundation for his work in that direction, but the merchandiser is really also a psychologist.

Human nature is a great factor in merchandising success, and the merchan-

THE AUTHOR

This address by A. Edwin Fein was delivered at the Northwest Geographic Division Convention of the National Electric Light Association at Seattle, Wash., June 28. Substantially the same text was used in addresses by Mr. Fein at the Southeastern Geographic Division Convention held in Asheville, N. C., May 8, and at the Pacific Coast Geographic Division Convention at Del Monte, Calif., June 19.

Mr. Fein is president and general manager of Sparklets, Inc., New York City, and associate lecturer on advertising and marketing at New York University.

diser who develops his sales program without reference to it is apt to find that he has reckoned without his host.

This preamble to my address, while seemingly of a highly scientific nature, contains truths we all practice—consciously or unconsciously. None can deny that the sales-minded executive recognizes basic psychological merchandising principles and applies them, with adaptations, to any product he is exploiting—whether it be clothing, automobiles or household furnishings.

The transition affects not the fundamental principle but the application of the principle. Humans react to appeals on behalf of electric refrigerators and electric ranges just as they do to appeals on behalf of the countless other necessities and luxuries of life. We must admit that, after all, it is not what we do, but how we do it; not what we say, but how we say it.

Public consciousness of electric refrigerators and ranges has been aroused to such a degree that the average householder is receptive to any thought pertaining to the many purposes these appliances now serve and the many more purposes they will serve in the future, due to the inevitable research and development work to be undertaken by your home economics bureaus.

The home protected by the electric refrigerator is a better, happier, healthier home. The great majority of American fathers and mothers are convinced of these obvious advantages. Health is of paramount importance to practically everyone. The rapid acceptance of the life extension plan and its constant growth; also the ever increasing numbers who take their morning setting-up exercises to the tune of the family radio, attest the increasing interest manifested in health and preservation.

Can we find any home equipment more representative of health, sanitation, preservation and life extension than the electric refrigerator and the electric range? Convenience, too, is equally apparent and important. Emphasizing these cardinal virtues is to intensify the interest and increase acceptance from the public you are talking to every day through sales promotion, publicity or some other medium.

Food preservation and food preparation go hand in hand with the installation of the electric refrigerator and the electric range in the home. The housewife from the day of her marriage, through necessity or desire, has been interested in the preparation of good, wholesome food. Today, she has the utmost assurance of good, wholesome, nourishing food from the very outset, before it is prepared—and only because of the advent of electric refrigeration.

The Food Preservation Program endorsed and inaugurated by the members of the Refrigeration Manufacturers' Council in Detroit in April has been so comprehensively outlined today by Mr. Zimmerman of the General Electric Company that there is little more that I can contribute to this excellent review.

But here is a basic idea that will succeed because it is founded on human needs, desires, hopes and aspirations. It capitalizes these psychological reactions:

1. Self-preservation
2. Love and protection of family
3. Pride.

I stress these three factors particularly because they are accentuated by the preparation of food in the electric range and the electric refrigerator itself. For

in food preparation the psychology of merchandising is likewise based on

1. Love and protection of family
 2. Pride
- and to them are added:
1. Friendship
 2. Hospitality
 3. Pleasure
 4. Appetite
 5. Life extension.

But, reverting strictly to psychological merchandising, what are the opportunities confronting those who are actively engaged in the distribution of electric refrigerators and ranges? Consumer acceptance is now an established fact, and it is becoming increasingly widespread month after month.

A high peak in public interest is here and it will continue to increase in direct relation to the sequence of basic merchandising ideas utilized. Whenever interest is at fever pitch there is always the possibility of a temporary lull—if the pause or interruption continues over too long a period of time, much will have been lost, and extra time, money and investment will be required to accelerate interest up to its original level—and then to accelerate the interest schedule to a higher plane.

The time to plan for the unexpected is beforehand. The Food Preservation Program of the Refrigeration Manufacturers' Council is undoubtedly the outcome of broad, constructive thinking—a splendid example of foresight.

It is evident, in the adoption of this plan, that there will be no suspension in the concerted effort to further electrify the home by the introduction of the electric refrigerator and the electric range. And from this campaign will develop supplemental and supporting ideas of unusual value.

It is frequently repeated that the electrical industry is still in its infancy, and will be for many years to come, for we have still to tap unknown sources of electrical energy that will produce new contributions to human health, happiness and wealth—perhaps equally as valuable as electric refrigeration and electric cooking. As each new creation is born a new division in the industry invariably is created.

To organize production of these new developments and to coordinate production with distribution requires great time and labor. It cannot be accomplished over night.

Food preservation and food preparation are practically inseparable. Psychological merchandising has already led you to concentrate on those human reactions which are of primary importance to both you and the consumer.

Self-preservation is the first law of nature, and you are using that law to advantage. Health comes first. Cleanliness and convenience are by-ways to health.

You are appealing to the human impulse for clean, sanitary, healthy homes. You are appealing to the human impulse for beauty that is found in combining simplicity and color. You are appealing to the human impulse for ease and luxury.

Soon you will be adding power to your appeals that strike a responsive chord in the mental processes which make for hospitality, pride in culinary attainments—even vanity. You will be making the electric refrigerator and the electric range more purposeful—more useful. You will be employing psychological merchandising from every angle and to the fullest measure.

The department store and the chain store are storehouses of psychological merchandising. Every effort is made to attract an audience; to make the audience feel at ease; to subtly direct the attention of the audience to the merchandise to be sold; to lead the audience into actual buying. How easy it is to explain where the word "shopping" originates. How self-evident the reason for "leaders" becomes! How readily the psychology of a charge account and deferred payment plan is understood.

There is no apparent insistence on the part of the store employees to make anyone buy. Rather indirect sales methods predominate.

Appeals to the senses, ad infinitum, are adroitly staged—here, there, everywhere. The visitors respond subconsciously. And they are, more often than otherwise, far more pleased with their purchases than might have been the case if each sale involved had been the result of a direct aggressive solicitation. Most people like to think that their own cool judgment justified their purchases.

You know the woman who hastens toward early of a morning to get a bargain, only to reach home that evening with a genuine fur coat and a few other "unexpected" purchases as well. Keen observers of human nature, these department store executives have made this possible.

They attracted her eyes to a symbol of refreshing personal appearance, a symbol of pride in possession, a symbol of freedom from drudgery, etc. And a "song" leader was at the bottom of it all—not necessarily merchandise, but perhaps a lesson in fancy work, a demonstration or an interesting exhibit or display.

Take the case of a certain automobile distributor in northern New York. It was in the days when motor cars were far from being completely equipped. He

(Continued on Page 18)

Hitch Your Future To a Preferred Product

Norge success is established and was inevitable.

Why?

Because the science of electric refrigeration has rapidly advanced in a few short years and today the super-efficiency of the Rotary Compressor is an accepted fact.

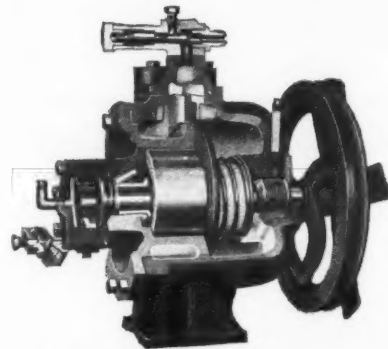
Norge pioneered this type of compressor and its claims to supremacy have been tested and proven in many thousands of homes and apartments from California to Maine and from the Arctic Circle to the Gulf.

Permanently quieter—more compact—less wear—greater economy—more power—longer life!

In addition, Norge actually compensates for its own wear—an exclusive Norge feature. As it grows older, it becomes even more efficient and uses even less electric current.

What a magnificent picture for a dealer to portray to a prospect! What an edge in competition! What an opportunity to become the leading electric refrigeration merchant in the community!

Hitch your future to Norge!



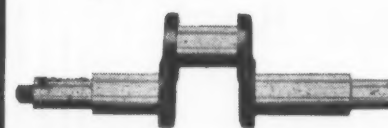
Illustrating the Norge EXCLUSIVE Self-Compensating Rotary Compressor.

We urge every refrigeration dealer to profit by active co-operation with the National Food Preservation Program. This Program has our endorsement.

Norge Corporation

Silent, Economical Refrigeration
DETROIT MICHIGAN

precision built Motor, Transmission, Eccentric and Crank Shafts



196 Milwaukee St.

Made to your specifications. Send us your blue prints—We will send you our prices.

MODERN MACHINE WORKS, INC.

MILWAUKEE, WIS.

SUPERIOR REFRIGERATOR CASTINGS

FLINT FOUNDRY COMPANY

Division of General Foundry & Machine Company

FLINT, MICH.

MARSHALL, MICH.

We Endorse the National Food Preservation Program

EXTRA DRY ESOTOO

THE PUREST

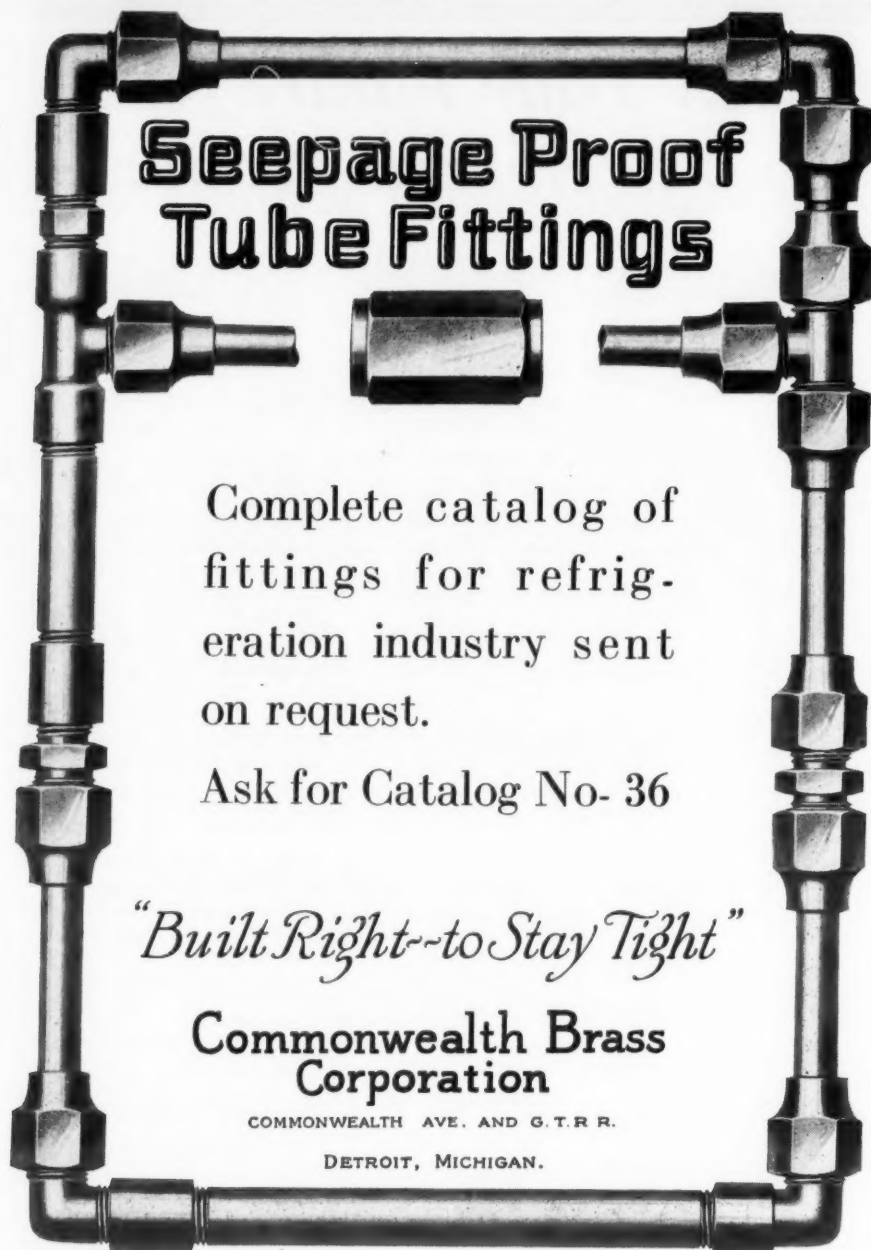
SULPHUR DIOXIDE

Analysis Guaranteed

WE HAVE AN AGENT WITH OUR PRODUCT IN STOCK NEAR YOU—WRITE US WHERE WE CAN SERVE YOU

VIRGINIA-SMELTING CO. West Norfolk Va.

P. O. BOX 111, Sec. 131 State St. BOSTON 2, Mass. 2 Hester St. NEW YORK



Seepage Proof Tube Fittings

Complete catalog of fittings for refrigeration industry sent on request.

Ask for Catalog No. 36

"Built Right-to Stay Tight"

Commonwealth Brass Corporation
COMMONWEALTH AVE. AND G. T. R. R.
DETROIT, MICHIGAN.

PSYCHOLOGICAL MERCHANDISING

(Concluded from Page 17)

realized that a big percentage of the cars he sold were picnicking on Saturdays, Sundays and holidays. This instinct directed him to think of automobile lunch kits—for those picnics.

He was not in business to sell anything else but automobiles. But he decided to sell lunch kits in addition to automobiles. By so doing, he indulged in psychological merchandising whether he realized it or not and this is what happened—

The display of lunch kits in the central window was timely—consequently interesting. His store traffic reflected a tremendous increase. His sales of lunch kits were made to owners of cars competitive to the make he was distributing. He made valuable contacts with these owners of competitive cars. Quite naturally, he sold outfits to his own particular car owners and, consequently, added to the joys and pleasures of motoring.

His total sales represented one hundred lunch kits, developed more than ten prospects, and sold four cars.

That was a long time ago, but I am wondering if it was not one of the many simple steps in psychological merchandising in the early days of the automobile industry that led to the present completely equipped motor car—completely equipped because of greater all round satisfaction, convenience, utility—and, naturally, greater pleasure.

Certain types of merchandise lend themselves to individual displays. Such items need no staging. They are not part of the picture. Rather they are the picture itself. A diamond is beauty in itself. It asks only for an artistically draped piece of dark velvet or velvet to unfold the romance of African diamond mines and millionaire's row—covering the gamut of all human emotions.

Other commodities have a more complex problem. Displayed alone, they represent a picture sadly lacking in detail, lacking any appreciable curiosity-arousing or attention-arresting characteristics. The psychological merchandiser admits the weaknesses in the display features of his product, and forthwith, subordinates that product in window and store displays by merely making it a part of his picture. He places it in a focal position, surrounding it with associated products—sometimes with products entirely foreign to his.

In other words, he creates an atmosphere or setting for his product that actually glorifies it. Thus, does he cater to the opinion of his buying public. Nor, must any of us forget that public opinion is the "Rock of Ages" on which all business success is built.

I cannot visualize this phase of psychological merchandising more forcefully than directing attention to the recent campaign of an electric refrigerator manufacturer whose distributors withdrew refrigerators from their window displays and substituted a chest, reminiscent of the days when Captain Kidd roamed the bounding main.

Temporarily, electric refrigerators were forgotten. Temporarily, the passer-by was intrigued by the spirit of adventure—the wanderlust. He or she stopped, looked and wondered. Why the chest? What was it all about?

At the psychological moment, the chest was opened.—inside, the electric refrigerator told its own story—a new model, a new idea. The impression created was infinitely more profound and permanent than if the new model had been placed in the window, as a solo artist, on a predetermined exhibition date.

The chest, for the moment, was more important than the electric refrigerator, and that was as it should be. There was a very definite aim to be accomplished,—to arouse the curiosity of the normal being, and then to satisfy that curiosity quietly, but effectively. Following this mental reaction, the consciousness of the new model came without pressure or force. It was obviously a step in the right direction in psychological merchandising.

When we analyze such instances we recognize the art of the silver screen—purely psychological merchandising throughout. The director appeals to his public through human emotions. The drama or comedy is his vehicle: the properties and settings, its motive power. The finest play with an all-star cast but without scenery and atmosphere is quite different in effect than when superbly staged, costumed and supported by every known artifice to stimulate the imagination.

Just what can the psychological merchandisers of electric refrigerators and ranges do to appeal to the five senses of mankind—that is in physical displays, on floor or in window; in advertising picture and text?

I believe this phase of psychological merchandising is unlimited. It only rests with the central stations to dramatize electric refrigeration and electric cooking by posing the electric refrigerator and range to fully exhibit the functions and complete utility of these devices rather than emphasizing their mechan-

ics and operation. Most women are not mechanically inclined.

Tell a person what a specific article does. We are all sufficiently ambitious to learn how to do things. When we decide to do these things, we can ascertain, with comparative ease, just what we require to accomplish this purpose.

Are the rich simplicity and compact beauty of electric refrigerators and electric ranges sufficient unto themselves? Or would there be greater response from the public if they enjoyed the support and cooperation of background and materials which go to make a complete picture, a complete story?

As an illustration, a bed unadorned by springs, mattress and coverings in the window of a furniture store might prove to be an oddity, but would it bring results? What about the dining room suite, with the table awaiting the diners, all set, with gleaming linens and silverware, glassware, china and other perfect appointments—with chairs in place—flow-ers on buffet and table? Even your appetite is excited.

What of the electric refrigerator with doors ajar, but empty as Old Mother Hubbard's cupboard? Certainly not half as persuasive and explanatory as one with artificial edibles and necessary equipment included—particularly equipment that assures greater utility for the electric refrigerator; equipment that, because of appearance or purpose, serves to excite interest, and, as with the electric refrigerator, so with the electric range and its fireless cooker compartment. Both are enhanced in value when their uses are made plainly apparent. Both need support of other properties—human interest surroundings.

Psychological merchandising is assuredly nothing more or less than studying human nature. The plot is best revealed by the old adage, "There is more than one way to kill a cat." Pressure applied and in abundance will capture armies. But can the same force or concentration bring in the brigands and guerillas who hie to their mountain fastnesses?

Right this minute, the pressure brought to bear on electric refrigeration is terrific, and it is revolutionizing the public's attitude. Armies of prospects are being captured. But the suspects are still to be convinced. Ways and means to lead them to face the question of refrigeration must be discovered. When I say suspect I have in mind the prospect who turns out to be a myth—an individual who has a mind of her own, one who resents sales pressure, one who reacts favorably to subtle approach and treatment.

When the armies of prospects are in your hands, then what? Almost always, the period of high pressure is followed by a period of inactivity. The force of the gale has expended itself. Then psychological merchandising will by its own force and necessity, come into its own. Plans for sustaining interest the year 'round will be conceived and carried through in orderly fashion. Yet, you cannot hope to be free of all resistance until electric refrigerator and electric range owners help you spread the story of clean, healthy homes—made so by food preparation and preservation.

The new purchaser of an electric refrigerator or range is happy and proud in the possession of such household boons. Yet, how long does her enthusiasm remain at a point where she invites every guest who enters her home to inspect her new refrigerator or range? Perhaps, for three or four months, until the novelty wears off. Electric refrigerators and electric ranges with fireless cooker compartments are, essentially, kitchen furnishings. Kitchens are seldom the place where guests are invited. Further these major appliances are quiet—nearly self-effacing. They are seen too infrequently, never heard.

This phase brings me to the thought of psychological merchandising as applied in the automobile world. How simple it is for the manufacturers of motor cars. Here are necessities that require so little of pioneering, so little of pressure, to gain public acceptance. Wherever you go, you bump into an automobile or, if you are not careful, it bumps into you. You cannot get away from a consciousness of what an automobile is, what it does, why you own one, or why you want to own one. The complete picture of the complete automobile is always omnipresent.

Radios, too, are favored by circumstances and conditions which are foreign to the psychological merchandising of electric refrigerators and ranges. Radios may not be seen, but they surely make themselves heard. When visitors drop in of an evening, the radio becomes part of the entertainment, and so it is merchandising itself over and over again. Besides it is helping to sell more of its own kind to friends and neighbors of the original owners.

And think of the waffle iron, for years a leader in central station merchandising and a campaign feature of the National Commercial Section of N. E. L. A. for years. There it sits on the dining or breakfast room table, merchandising itself over and over again—re-selling itself to the entire family as it turns out golden brown waffles. Selling itself to guests, many of whom have still to enjoy the convenience and pleasure of electric waffle irons, toasters, grills, egg cookers, percolators, etc. It is a physical

vision of home service, proving its merit and utility in actual operation; and a powerful appeal to those who have appetites. Every time it is used it becomes a silent demonstrator for the central station and the real commodity for which the central station stands—electric current.

In a measure it is unfortunate that electric refrigerators and ranges are devoid of noise and presence. But handicaps are just the thing to make them more interesting for the central station to merchandise. There is satisfaction and a sense of pleasure having to sell—not merely—taking orders. For that is the experience that engenders modern salesmanship, that calls for a clearer conception of the plain, ordinary human being, and his or her emotions. In no other division of the electrical appliance industry is there a more constant and urgent need for psychological merchandising.

So, may I not propose your seeking the idea, the campaign, or the comprehensive plan that will visualize, dramatize and vitalize the electric refrigerator and the electric range in the showroom and, likewise in the home? Adopt that which will increase the by-word-of-mouth advertising, that is an integral part of every satisfied owner's relationship with you. Select that which will start dad to talking, mother and kiddies as well. Devise methods that, figuratively speaking, will take the electric refrigerator and the electric range out of the kitchen, and into practically every part of the house—dining room, living room, den, and use that which helps to make electric refrigerators and ranges more utilitarian, more efficient more desirable.

The very nature of electric refrigerators and ranges has made the personnel, house-to-house salesman an important factor. How are you helping him to establish himself as a reputable business representative of unquestionable intelligence and integrity. Are you employing psychological merchandising on him, his customers, and his prospects?

A certain automobile distributor in Washington and surrounding territory, hit upon an original method of advertising in newspapers.

There are twenty-three active members in this organization—salesmen, for the most part. The company, at its own expense, takes half pages to introduce all of these people to the public. Their portraits are reproduced from photographs, with names beneath them, and the public is virtually told this:

"You can often tell by the looks of people whether you will like them, believe in them, trust them, believe what they have to say. Very well, here are the pictures of all the active members of our institution."

"If you want to talk cars, select the salesman most appealing to you—jot down his name—ask for him. In any event, this is a good way of introducing you to everybody in our employ."

Perhaps the most important part of this merchandising idea, is the boost it gives to the morale of the sales force. The men are very proud of the fact that their pictures are used in newspaper display, where a great city will see them and become familiar with their names. They do everything in their power to live up to the nice things that are said about them.

A campaign conducted along similar lines was recently inaugurated by a prominent New York financial institution and this new twist in advertising has much to commend it.

I might proceed with other thoughts along this line. The one I have given was purposely chosen to demonstrate that psychological merchandising affects all movements and units in your sales organization. There is a natural process of reasoning. To change it is impossible. In the words of John Wanamaker, "The customer is always right." To express it somewhat differently, "Sell your customer what she wants—including personnel, product and service—and there will be an enduring sense of pride and satisfaction for all concerned."

Those who have already reasoned anything out thoroughly are but waiting to welcome a salesman. Those whose minds are still to form definite and concrete opinions can be influenced most quickly by an appeal to the emotions which you and I are subject to, quite the same as anybody else.

In conclusion, permit me to comment on present-day problems in the field of merchandising as a whole. Set plans because of the growth of competition and the establishment of mass production and mass distribution, are a deterrent to any business. Plans, nowadays, must be flexible—subject to adaptation and modification. Likewise, organizations must be flexible, adaptable. You may not agree with this thought, but the fact is that we live in a fast-moving world. Conditions and customs change over night. We must revise our plan and sometimes our policies accordingly. That the public will be served, and in its own way bears repetition.

There is no greater tribute to psychological merchandising than its ability to increase our comprehension of why we want and why we do not want. The surprising turnover of stocks in the chain stores of this country is based on the buyer's power to sense a demand and to satisfy it promptly, and this leads to an ever-changing picture. Plans that work today, will not be effective or productive tomorrow.



Style No. 2 Cooke Seal Ring

Actually Costs Less To Install the Best

Not only is the Cooke Seal Ring mechanically superior to any other form of seal or packing, since it absolutely seals any gas, while reducing shaft friction—but equally important its first cost is less and in addition it lowers factory production costs by cutting machining costs to receive it. Simple to install, long wearing, trouble-proof, no wonder an ever increasing number of electrical refrigerator makers have adopted Cooke Seal Rings as standard equipment. If you haven't, write for proof and prices.

COOKE Seal Ring

20 N. Green St., Chicago, Ill., Dept. R.

Cooke Seal Ring,
20 N. Green St., Chicago,
Dept. R.
Please send me your free booklet without obligation.
Name.....
Address.....
City.....State.....

SALES INCUBATOR

Problem of Training Salesmen Dramatized to Strike Keynote At G. E. Distributors Meeting

Laughs and Heart Throbs Generously Mixed in Drama of Business
in Which an Electric Refrigeration Salesman is the Hero

A. C. MAYER PRESENTS
THE INCUBATOR

A PLAY WITH A MORAL
IN
FOUR ACTS

By W. E. Underwood

Staged by J. B. Terbert

Town Hall Theatre, Association Island
TIME: Year 1929-30.
PLACE: Any G. E. Refrigerator Distribu-
tion City.

CHARACTERS

John D. Harddig, president, Inter-
state Refrigeration Co., M. F. Mahony
Tryon B. Good, retail sales man-
ager, L. I. King
Watt A. Lott, wholesale manager, G. C. Wasson
Cliff Dweller, apartment house
manager, J. J. Donovan
Seymour Storz, commercial man-
ager, W. E. Landmesser
Otto B. Moore, central station
manager, H. H. Bosworth
Bill Board, sales promotion man-
ager, W. J. Daily
Bob Round, a new salesman who
has tried a number of jobs with-
out setting the world on fire, A. A. Uhalt
Carrie Round, wife of Bob, Miss Gerard
Mrs. Buyer, a prospect, Mrs. Gerard
Dave Elders, a draftsman, W. M. Hutchison
Hugh Foote, a shoe clerk, N. B. Ronning
Chick Herring, a piano salesman, W. E. Heibel
Adam Wright, a bookkeeper, A. T. Taft
Purdy Green, a novice, F. M. Corliss
A Secretary, W. A. Toker
Mr. McHenry, product manager, H. T. Hulett

ACT I

Scene 1

(Interior of the office of J. D. Harddig, president, the Interstate Refrigeration Co.—a long table, six leather backed office chairs, papers and brief case. Sales charts on wall. Ash trays on table, desk and desk furnishings. G. E. water cooler. Curtain opens on Harddig at head of table and with Lott, Board, Storz, and Moore about table. All are smoking.)

Harddig (glaring about): "I wonder what in thunder is eating Tryon and Cliff. If you birds get so crippled from Sunday golf you can't get down before noon on Monday, I reckon you'd better give up golf."

Lott (unabashed): "Speaking of golf, what kind of a card did you turn in yesterday, J. D.?"

Harddig (brightening): "S-a-y, yesterday was my day! Yes, sir, yesterday I was simply hot—an 86 and a 91. I've been the goat all season but yesterday a certain two buzzards had to pay me and how! It all came about like this. I'd been slicing everything and all of a sudden I found out what was the matter. I began—"

Enter Cliff Dweller: "Howdy fellows, sorry I'm late."

Harddig: "Say, what's the idea? We've been sitting here half an hour waiting for you. Whadye think this is a bank or something?"

Cliff Dweller: "Well, I'm sorry, but I see there is still one other Iaggard this morning." (Glancing at Good's chair.)

Seymour Storz: "O. K. Cliff, suppose you tell us now how you made Walter Hagen look like a piker yesterday."

Bill Board (disgustedly): "Yeh, I'll say he did. Behold my partner in a cash money foursome and he was just plain lousy all the way. I'll bet he was out on a bender Saturday night."

Cliff Dweller: "Why, you hunk o' cat's meat you, you laid down on me cold. Sure, I was a little off but I wouldn't have been so bad if you hadn't cried salt tears every time I dubbed one."

Enter Tryon B. Good: "Morning J. D., morning everybody."

Harddig (sarcastically): "Just in time for lunch, aren't you? Looks to me as though the thing this company needs most is a carload of alarm clocks."

Tryon B. Good: "Easy now, keep your shirt on. I've been here for an hour. Why, man I've got a day's work done already."

All together:—(hoots and jeers.)

Harddig: "Well, for Pete's sake, then why keep us all waiting while you look over your mail or whatever you were doing?"

Tryon B. Good: "Listen, I haven't kept you waiting 30 seconds. As soon as all the rest of you were here I buzzed in immediately. Maybe you fellows haven't anything to do on Monday mornings. Believe me I have."

Harddig: "Let's get down to business. Here's general letter number eight million nine hundred and seventy from Cleveland. I'll read it: 'Effective July 1st RL-95 and PL-95 will be discontinued. Warehouse stocks are exhausted and will not be renewed. Every effort should be made to move immediately any of these boxes now in the hands of distributors or dealers. Previous demand for these models will hereafter be met by G-100.' (Turning to Watt A. Lott): Watt, that means action from you. You've got to see that our dealers sell out these old 95's darn quick. If they don't move them fast, they'll be harder to sell than poison ivy. Everybody will be wanting the new G-100 and all your dealers will be yammering to return 95's and get credit. Tryon, you've got to

Playwright



W. E. Underwood

hump yourself, too. How many RL and PL 95's have we got?"

Tryon B. Good: "Only two PL's and three RL's."

Harddig: "Suffering cats, have we got five of them?"

Tryon B. Good: "Yes, five, count em, five. But don't worry. They're good boxes and we'll sell them."

Harddig: "Well, if we're still carrying those old boxes by the end of the month, I'll know we need some new salesmen."

Tryon B. Good: "O. K. Chief."

Harddig: "Cliff, what have you to report this morning?"

Cliff Dweller: "Well, we did pretty well last week. We knocked off the new Westlake Apartments for 22 G-40's and got an order for 8 more from the Harris Realty Co. for installation in an old apartment on Lake street. We're working on a lot of good prospects and I think the order for the Avalon Apartments at 46th and Mason will be ripe this week. We lost out on one job last week—the Parkway Court crowd."

Harddig (excitedly): "Why, dammit, that was all ours—we had it all in the bag. What the hell!"

Cliff Dweller: "Just one of those things, I guess. I had Evans working on it and he simply let it slip through his fingers."

Harddig: "And where in heaven's name were you all this time?"

Cliff Dweller: "I was working on a lot of other stuff as I've been telling you. I thought just as you did that the Parkway job was all set and that Evans could carry it through."

Harddig: "Damn. That just burns me all up. I want you to get Evans in here right after this meeting. I'm going to give him one swift kick in the pants out of this organization."

Cliff Dweller: "You're crazy. He's a good, straight kid and he's working his fool head off. He couldn't help it."

Harddig: "You're darn tootin' he could help it if he had any brains. He's out—that's that."

Cliff Dweller: "All right—fire him. Where do you go from there? Got any other bright young sales genius in mind who'll bring in half the apartment house business Evans does?"

Harddig: "S'noough—we'll fight it out later. Now here's our sales report for last week, and on the wall is where we stand for the year to date. It's plum rotten—just about half what it ought to be for the month and only 71% of what we need to keep even with quota for the year. Men, it won't do. I tell you it won't do at all. I've talked and pleaded with you about it just about as long as I'm going to. There's got to be a mighty sudden increase in this business and in the profits. I hold each one of you responsible for a satisfactory showing in your own department and you're not giving it to me. I don't like to be nasty but here it is cold turkey—if you don't come through and do it damn quick I'm going to start chopping heads. I mean just what I say, no fooling. Now let's get down to cases and see what's the matter. Watt, why in thunder has the wholesale department developed the sleeping sickness?"

Watt A. Lott: "Well, of course, the weather has been against us and then we've been short on a couple of models."

Harddig: "Horsefeathers! Get off that confounded alibi stuff. Those aren't the answers and you know it."

Watt A. Lott (hotly): "All right, if you know what's wrong, spill it."

Harddig: "What's wrong is that you're not selling, neither are your dealers. Can't you sell? Don't you know how to sell? What I want to know is why, when we have just about the most salable product in the world, you can't sell it?"

Watt A. Lott: "Sell it? Why sure I can sell it. I can go out on the floor and out-sell the best salesman you've got. I can talk to a dealer and show him how to sell it. But what the hell, 51 dealers scattered over a whole state and just myself and two half-baked youngsters to try to teach them all how to sell and try to keep them all in line. The best we can do is to see them once a month. Have I a single dealer who can stand up and give you a clean-cut sales presentation on the G. E. refrigerator? I have not! It means barrels of effort and mighty slow progress teaching a dealer how to sell a specialty. Why, it's a slow hard job just teaching a couple of assistants what they need to know. If you want quick results, you'll have to give me a lot more and a lot better man power in my department."

Harddig: "Now we're getting at it. Get more men if you need 'em. Get better men if you need 'em. That's your job—that's what you're paid for. Why don't you do it?"

Watt A. Lott: "J. D., that's easy to say but it's all-fired hard to do. There isn't a man I can lay hands on in this whole town, yes in this whole state, at any reasonable price, who can go out today and make dealers sell. I tell you it takes time. We've got to be patient. All I can do is to plant the old seed and wait for it to grow. I'll put on more men only as fast as I can find the right ones. Employing inexperienced men for this kind of work does more harm than good. Even the best I can hire have to learn by experience."

Harddig: "Well, you've answered me and I guess you're right, but for the love of cream, step on it. Find the right men, get some action."

"Cliff, our apartment sales have gone to pot absolutely, what's your song and dance?"

Cliff Dweller: "It just isn't the season. Architects won't be making plans now until about November for spring building. People aren't renting apartments now."

Harddig: "I thought so. You're another Alibi Ike. Listen, this town's running over with apartments already built and they're putting refrigerators in these old apartments. Somebody's getting the business and it isn't us. And when they build new ones they slip away from you just like that Parkway Apartment job did. I tell you there's something sour in your department. What is it?"

Cliff Dweller: "All right, try this on your planola. There's 863 apartment buildings in our territory. And there's myself and Evans and Thompson—just three of us trying to cover them all besides leaping wildly around among architects, building and loan companies, banks and what not in an effort to be first on the ground whenever plans for new buildings are contemplated. You're cockeyed if you think we can do it in a day or in a week or a year."

Harddig: "Have I refused to give you more men? Why, if you need more man power don't you get it? Put an ad in the paper and I'll bet you'll have twenty men here fighting for a job tomorrow morning."

Cliff Dweller: "Oh, be yourself." Cripes, we've tried that twenty times and what do we get? Scum. All the incompetents, cripples and failures in ten counties. Suppose one of the lot you do get one human being, what does he know about refrigerators or about how to sell them? Send him out to call on a good prospect and he not only doesn't get the sale but he ruins our chance for good. If you want more action you'll have to pay the price for men who can step out and sell."

Harddig: "I've got an earful of you, Cliff. Seymour, what's your perfect alibi? I suppose you need a lot more perfect salesmen too."

Seymour Storz: "Yep, that's it exactly. You see before you the whole damn commercial department. Do you think for a minute I can call on all the stores and offices and industrial in this territory. I've tried for six months to find even one man competent to go out and do this job. I've had two men. I had to fire one in less than a week. The other lasted just 30 days. If you know anybody that can step in and do this job, lead me to him."

Harddig: "Say, is this a conspiracy or something? You fellows trying to put something over on me?"

"Otto, what have you got to say, and for God's sake turn on some other tune. I'm sick of the one we've been hearing all morning."

Otto B. Moore: "Sorry, chief, but the boys are right on the button. Their trouble is mine too. I need help, high grade, experienced, intelligent help and the only place you can find it is in the dictionary."

Harddig: "Well, for crying out loud. What a pretty bunch of pall bearers you turned out to be. What do you want me to do, open an employment agency? Ain't it marvelous that I was ever able to find you fellows? Cripes, since when were plain, ordinary, shoe leather salesmen so hard to get? Suppose all the insurance companies and the book agencies are out of business?"

"Tryon, I've held you to the last. Our retail sales are so rotten they smell. You've got a whole crew of paralytics. What are they doing in the odd moments when they're not sitting on their tails somewhere?"

"And I want straight talk. Don't tell me you need more and better. God bless 'em, salesmen or I'll bite you. I'm tired of this button, button, whose got the button stuff."

Tryon B. Good: "J. D., I'm going to burn your ears right off. You've acted all morning like a bear with a sore toe. I wouldn't mind that if you weren't so damn dumb too."

Harddig: "Now, just a minute, just a minute."

Tryon B. Good: "No, you listen to me. If you want my resignation afterwards, O. K. but I'm talking to you now. Every man here has told you this morning exactly what is wrong with this organization and you're still too dense or too obstinate to see it."

"Last year we had a 1,500 quota and we worked like hell and sold it. Fine! We doubled our quota this year. But did we double our effective selling organization? We did not! We're trying to sell 3,000 refrigerators with just about the same little organization that had to work its fool head off to sell 1,500 refrigerators last year."

"We're a one cat power engine trying to drive a 90 horsepower car."

"What we've got is growing pains from head to foot and we're too boneheaded to realize it."

"Why, J. D., this morning, you're just beginning to wake up. We've got a hatful of opportunities and we just aren't set to cash in on 'em. It's raining soup and all we got are forks."

"I admit our retail sales are rotten—they're putrid. Why? Because I haven't enough men. With one or two exceptions my men are all right—turning in as much business as we have any reasonable right to expect. But I have just about one-third as many as I need."

"You say hire more. It's no go, we've tried it. What's the trouble? Why it's simple as two and two. First we don't keep looking for the right type. Second, we don't give them a square break. We get a likely young fellow, fill him up with a lot of hot air about how easy it is to sell, talk to him for fifteen minutes and

(Continued on Page 20)

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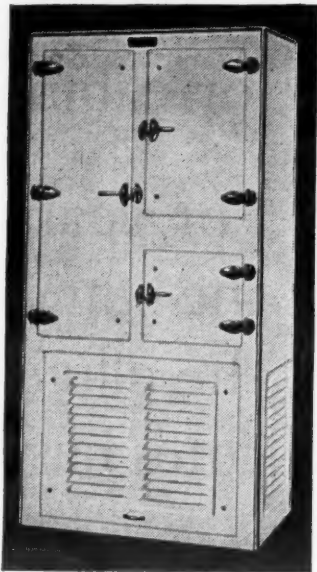
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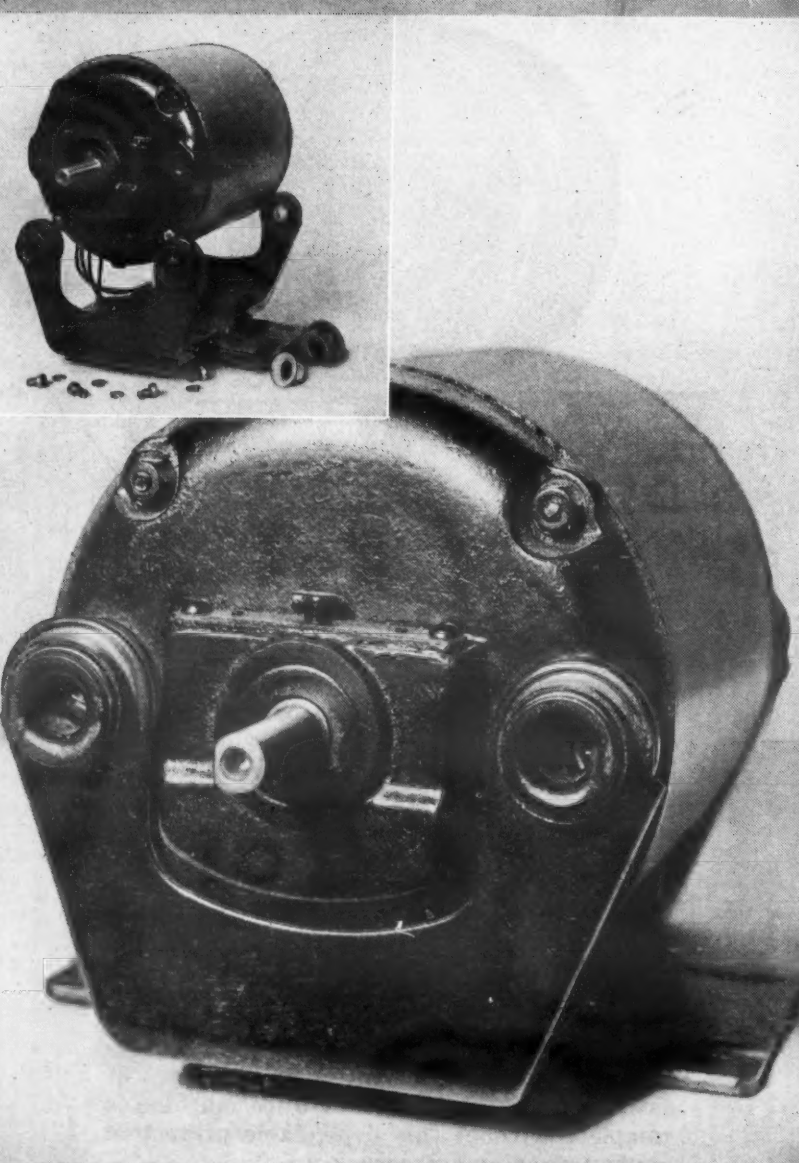


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Literature on request

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TRANSFORMERS...Power...Distribution...Instrument
MOTORS...Single-phase...Polyphase...Direct Current

Wagner
...quality

The Incubator

(Continued from Page 19)

then send him out to sell. Why, damn it, he hasn't a chance. He breaks his heart in the first few calls and keeps getting lower and lower until by the end of a week he quits and—for all I know—goes and jumps in the river.

"Take young Vance. He's a fine, wonderful boy. He lasted three weeks—worked harder than you ever worked in your life and had to give up. Was it his fault? Not by a long way. It was our fault. I didn't teach him, we didn't show him how. We just sent him out and let him get licked. Take Emerson—same story. I cite these two fellows because they've both got other jobs and are doing real well. We've had a dozen others.

"I'm not so all-fired bright, but I began to see some time ago that I'd have to find a new system for my department at least. I've been looking for men—not in the newspapers but wherever I go—shoe stores, drug stores, real estate offices. Whenever I see a likely lad I talk to him. I get him to come to my office. I've got four of 'em right now ready to start selling refrigerators today. But they aren't going out today. I'm going to spend the next several days with these boys. I'm going to pound into them everything I know about refrigerators. I'm going to tell 'em everything I know about selling refrigerators. I am going to make them study nights. I'm not going to send them out until each one of them can stand upon his own two feet and pour out so convincing a sales story that I'll want to buy another refrigerator myself. And after the first day of bell pushing they're going to come in and get straightened out and refueled and ready to go at it again.

"It's an experiment. It's an incubator. I believe it will hatch out refrigerator salesmen."

"You can say what you like, I've come to the conclusion that they're made not born and if we don't make them we'll never sell any more boxes than we're selling right now.

"That's my story—take it or leave it."

Watt A. Lott: "By gravity, Tryon, you're there forty ways. You've got it! I'm going to try the same damn thing."

Harddig: "Tryon, I ought to hand you a sock in the eye. You've called me plenty of fighting names. But, old son, I think you're 99 per cent right. I guess I've been dumb. I guess we all have. I think just enough of your big idea to give it just the best tryout we know how.

"Let's carry your idea clear through. Let's have an honest to God school for salesmen. Take the back room. Move the junk out of it and turn it into a school. Spend whatever you need to furnish it right. Get whatever you need and for a while make this training of salesmen your first and foremost job. Now we can't have every department head drop everything and turn school master, but we'll count on taking some of Tryon's bright graduates when and if they prove they can sell and then we'll feed 'em into the other sales departments. How about it—is that approved?"

Chorus: "Yeh, fine business, etc."

Harddig: "Now you birds, one other thing. Tryon is going to have his hands full just running this incubator. He isn't going to have time to hunt up eggs for hatching.

"So here's the part for you other fellows. Each of you start today to look around for likely young fellows.

"Ask your friends. Look over the fellow that sells you a hat, or a pair of shoes, or a piano. Pick out only the ones who are right. Talk to 'em, make a date for them to call on Tryon.

"I'm going to give you a quota of two good men a month. I'll accept a similar quota myself—and, Tryon—you keep on our tails. If any one of us falls down on this, you just let me know.

"Now let's adjourn this meeting and go to work."

Secretary enters: "Mr. Good, there's a man waiting to see you—a Mr. Round—He's been waiting quite a while."

Good: "Oh yes, J. D., this is one of the young fellows I've picked up."

Harddig: "Fine, listen, bring him in here. I'd like to see him and hear how you handle him."

Good: "Sure thing (turning to secretary). Bring Mr. Round in here, will you?"

Harddig: "Where'd you get him, Tryon?"

Good: "He's been trying to sell real estate. Came around to the house last week to try and sell me a lot and I kind of cottoned to him."

Enter secretary with Round.

Good: "Hello there, sorry I've kept you waiting."

Round: "Oh, that's all right, Mr. Good. Time's the cheapest thing I've got."

Good: "I want you to meet Mr. Harddig, our president. Mr. Harddig, this is Mr. Round."

Harddig: "Glad to know you, young man."

Round: "Mighty glad to meet you, Mr. Harddig."

Harddig: "Sit down, Mr. Round." (All seat themselves.)

Bob Round: "I've read that 'Opportunity' book you gave men, Mr. Good, and I'm pretty much enthused. I'd like to try to sell your refrigerator."

Good: "That's fine, but first, there are naturally a lot of things you'll want to know about this organization—and, frankly, there are some things we want to know about you.

"I hope you won't mind if I ask some pretty personal questions."

Round: "No, I don't mind, go ahead."

Good (smiling): "All right, how old are you?"

Round: "I'll be 29 next month."

Good: "Married?"

Round: "Yep and I have a boy four years old."

Good: "What education have you had?"

Round: "High school and one year at the State U."

Good: "Why did you quit?"

Round: "Sorry I did now, but I didn't have any cash; my folks couldn't put me through so I thought I'd better go to work."

Good: "What work have you done since then?"

Round: "I went back to my home town and got a job in the Post Office and I worked there three years and saw I wasn't ever going to get anywhere so I quit and came here and got a job as salesman for the Auto Accessory & Supply Co. Things went fine right from the start. I made good money and got married. That lasted for two years. Then the bottom dropped out of the Auto Accessory business. Since that time I had dozens of selling jobs.

Sometimes I've made a bit of money. Other time, in fact, most of the time, we've been flat broke and wondering when we'd eat again. I've tried selling books and insurance and vacuum cleaners and just at present I'm trying to sell real estate. When we get too broke I take a job clerking in a store, but I don't like it. I keep thinking I can be a real salesman and after just about so long behind a counter I have to get out and try selling again.

I suppose I sound like a floater and a bum, but honestly, I'm not. I work hard. I want to succeed but somehow I haven't been able to do it since the old auto accessory days.

Good: "What does your wife think of all this?"

Round (grinning wryly): "Not so good. She's a peach. She never hollers because I don't bring in a lot of money and she sure does make a dollar go a long way. But she's on my neck every time I change jobs. Her idea is to take something—anything and just stick to it forever."

Good: "Have you told her you are thinking of getting into the refrigeration business?"

Round: "No, I haven't but I will right away."

Good: "How about your health?"

Round: "That's the one thing I do have—I'm hard as nails, so's the wife and kid. Thank God, we don't have doctor bills."

Good: "Will the various folks you have worked for give you good references?"

Round: "Yes, I'm sure any of them will tell you I'm a square and work hard. But they won't tell you I'm a knockout as a salesman."

Good: "Do you own any property or have you any money?"

Round: "No sir, I haven't a red."

Good: "Owe any money?"

Round: "Yes, I owe my father-in-law \$250.00."

Good: "You've answered my questions right to the point, Round. Now I'll tell you something about our organization. We're two and a half years old. We are exclusive distributors for G. E. refrigerators for 22 counties in this state. We sell in this city and in one other through direct salesmen. In the rest of the territory we sell through dealers and public utilities.

We did a very good business last year. This year's business will be about double last year's business and we see no reason why the future should not show continued expansion. Mr. Harddig, here, is president and controlling stockholder in the company. I have charge of our retail stores and of the direct salesmen. Mr. Lott is in charge of sales through dealers. Mr. Moore has the direction of sales through public utilities. We also have special departments for apartment house business, for sales of commercial models, for accounting and for sales promotion.

We have 11 retail salesmen here in the city. We need at least that many more if we can find the right men."

Round: "How do you pay them?"

Good: "By commission and bonus. We realize that in some seasons of the year it is easier to sell than in others and that during the good seasons a salesman may very likely make mighty nice money and that he may run into hard sledding in January. We want our men to stick with us and wear out and that is why we have this arrangement. Here are the figures on this sheet, look them over."

Round: "Mr. Good, I want that job! And I want to start now."

Good: "At a boy! That's the proper spirit. But, you've got to hold your horses a bit. The worst thing I could do to you would be to let you go out now and try to sell. You'd come back licked to a frazzle, and you'd ruin dozens of good prospects. Now, I think you have the right stuff, but I'll take you on under just one condition."

"Are you willing to come in and spend practically all of next week simply learning how to sell refrigerators?"

Round: "Why, that's wonderful. You bet, Gee, I didn't expect to get help like that."

Good: "You'll find there's a whole lot to learn and you'll have to do some studying nights too."

Round: "That doesn't scare me at all—when and where do we start?"

Good: "Report here next Monday morning at 9 o'clock at the classroom, or Institute as we call it here."

Harddig: "And, by the way, Round, you'll find this whole organization interested in your success. As Good said—we want no failures in our sales force and we'll do everything we can to help you make good."

Round: "That's mighty white of you, Mr. Harddig."

Good: "O. K. young feller, now take this sales manual to study and run along home and break the news to your wife. We certainly want her to like us and to like your new job."

Round: "Leave it to me, Carrie will be for it 100% after I've told her the whole story."

Good bye Mr. Harddig, and thanks a lot."

Harddig: "Good bye, and good luck."

Round: "So long, Mr. Good. I'll be on deck next Monday."

Good (going to door with him): "Right, see you Monday."

(Exit Round.)

Harddig (clapping Good on shoulder as they walk slowly towards exit): "Yessir, Tryon. You've got it, I do believe. You're absolutely on the right track. That kid is going to make good or bust a lung trying. And with the preliminary training you pound into him he ought to make the grade. Whenever we take on new men, we'll hire 'em all just this way."

(Exit Good.)

(Curtain.)

Act 1, Scene 2

(A park scene, with sign-board "Washington Park—This Way to The Animals." Front center an iron park bench. Right, a waste paper container, peanut shells, etc.)

Curtain opens

Enter (right) Round reading sales manual (out loud). He sits on bench and continues to read.

Enter (left) Carrie Round with a kiddie car and toy dog. She sits on bench—looking towards left exit.

Carrie Round (yelling): "Bobbie, stop. Mustn't touch the flowers."

Bob Round (dropping book): "Well, for the love of mud. Where did you come from?"

Carrie Round (angrily): "Bob!—Oh, you darn bum. Honest you just burn me all up. Here we are without enough money to buy a decent supper, let alone pay the rent and you're sitting on a park bench reading a book!"

I thought at least you tried to earn a living. Now I know why you can't."

"I've listened to applesauce from you just as long as I'm going to. If you can't support baby and me—if you are just a plain loafer, I'm going to take Bobbie out to my mother's and I'll get a job, see? And you, you darn no good, you can climb a fence." Sets on bench and sobs in handkerchief.)

Bob Round: "But, listen, honey, you've got me all wrong. Let me explain."

Carrie Round: "No, I'm through with explanations!" (cries harder.)

Bob Round (puts arm around her): "Now, now, honey, you're all upset and here I've got the best news for you—the best break we have had for ages."

Carrie Round (continuing to weep): "I don't believe it. Let me alone."

Bob Round (shaking her): Listen, Carrie. Get a hold of yourself now. Sit up here and listen to me."

"Now, kid, listen. We're all set—I've got a new job—a real job."

Carrie Round (beginning to cry again): "I knew it—I knew it. You can't stick to any job. Now you've got another. Next week you'll have something else. Oh, Bob, you're just a total loss."

Bob Round: "Damn it, Carrie, will you turn off the weeps long enough for me just to tell you something?"

Carrie Round (struggling sobs, makes valiant effort. Bob gives her his handkerchief, she blows nose and listens). "All right, shoot."

Bob Round: "Honey, honest to goodness, we're all set. I've got a job and there's no earthly reason why I can't begin making some money right off the bat. I'm a G. E. refrigerator salesman, I am. Everybody is buying 'em. Why they'll be pie to sell. And say, my outfit, gee they're a fine bunch of fellows. They're going big. They know their apples."

Say, it's positively the best selling set-up I've seen in ages."

Carrie Round: "Bob, do you really mean you've got a job where you're going to make some real money once again? You're sure this isn't another phoney?"

Bob Round: "Now, this is hot stuff and say, those birds, don't take any chances. I've got to go to their school for a week before they'll even let me go out and try to sell. They're smart. They teach you how first. Gosh, I've got to learn a whole book full of stuff, even before I get to school and then I've got to study every night next week. That'll be hard, I'm not used to it."

Carrie Round (smiling): "Mr. Man, don't worry, you'll study and how. I'll be right there with a rolling pin to see that you do." (Hugging him.) "Oh, Bob, I'm so glad."

Bob Round: "Hey, where's ol' timer?"

Carrie Round (whirls about—yells): "Bobbie leave those flowers alone, mother spank."

(Curtain)

ACT II

Scene 1

Scene: Refrigeration Institute of the Interstate Refrigeration Company. Master's desk and chair and six comfortable arm chairs, with arm rests for writing. A table, containing printed information material, note-book and pencil should be placed on the arm of each of five chairs. A G-55 refrigerator; a blackboard, and a display of sales promotion material.

Curtain rises, Good at master's desk. Foote, Round, Herring, Elders and Wright in chairs.

Good: "All right, fellows, let's get at it first of all, though, I want each of you to get up and tell the other boys a little about yourself, your name, where you hail from and what you've worked at up until now, and Foote, suppose you start the ball rolling."

Hugh Foote (slightly embarrassed): "My name is Hugh Foote; born and raised in Omaha. Quit school in second year high and went to work in a shoe store. I've been a shoe clerk ever since—a couple of years in Chicago, then here. I—I guess that's all."

Good: "That's fine. Now Herring, let's hear your life history."

Chick Herring: "Name, Charles Herring, commonly known as Chick. I've lived right here all my life, graduated from high school, clerked in a grocery store, then sold pianos. After a bit I got ambitious and opened a filling station. We lasted about four months, then I went back to selling pianos."

Good: "Sold pianos, eh! So did I once. All right, Elders; your turn."

Dave Elders: "Dave Elders. Born and dragged up on a farm in Iowa. Education in the little red school house and mighty little of that. I got the yen to be an engineer or something and live in the city. Sat up nights studying the I. C. S. civil engineering course. Then I came here and landed in a drafting office and I've spent six years at that unholy job."

Good: "We're glad you're here. Now Wright, your turn."

Adam Wright: "I'm Adam Wright, until now an accountant. I've always lived here, went to high school here, became a bookkeeper in the carpet factory. Moved over two years ago to the Gas company and here I am."

Good: "Last but not least, Round."

Bob Round: "I'm Bob Round, and so far the name fits, but it isn't going to any more. I'm from the little town of Centerville up state. Went to high school there and then one year to State University. Went back home and worked in the Post Office a while. Then I came here and sold auto accessories until that went on the fritz. Since then, I've tried selling everything from the new American Encyclopedia in 12 volumes to selling real estate. It's been pretty slim pickings too, I tell you."

Good: "That's that. Now, if you'll just compare your stories, you'll see that every man of you feel that he has 'just missed' being a failure so far in life. I sincerely believe that each one of you has tried his level best. I believe that each of you can do something worth while. You simply wouldn't be here if I didn't think that. Now, I want you to get it clear out of your heads that you're a bunch of failures. You're all young and healthy—you've got brains and gumption, so what the hell! If you haven't had any good breaks in the past, forget it. You've got a real chance now, so let's wipe the slate clean and think and act in terms of—from now on."

"First, you want to be just as sure as you possibly can be that the time spent in this organization will not be time wasted—you want to know there is an opportunity in this business for you."

You will remember during our first interview I went through a slide film which outlined the opportunities which this business holds for you. Well, I am going to show it to you again. I want you to know this is a great business, and that opportunity is here. Now, we'll open up

(Continued on Page 21)

Quartermaster and T.K. Quinn of the Gobs, with

A black and white photograph of a man standing outdoors. He is wearing a white sailor-style suit consisting of a jacket with a dark bow at the collar and a large, wide-brimmed white hat. He is also wearing white trousers. The background is dark and indistinct.

A black and white photograph showing four sailors in white uniforms standing behind a wooden structure, possibly a ship's deck or a display. A large banner is visible in the background.

(Continued from Page 20)

Curtain.
Act 2 Scene 2

ACT 2, SCENE 2
 Scene: Same as Act 1. Iceberg charts, which are *not* in this scene, are to be prominently displayed at rear of stage facing audience. Round and Foote seated at their regular places.

Round: "Well, ol' top, I suppose you've got your examination paper all filled out?"

Foote: "Yeah, I got it filled out, but who ever heard of thought there were so many things about an ice box."

Round: "Say, Mr. Good certainly knows his stuff, doesn't he? I wonder if I'll ever know as much as he knows about this refrigeration business?"

Round: "That's the story he told with the pictures yesterday about the age of refrigeration. I had no idea this business was anything like that."

(Enter Dave Elders. Takes seat.)
 Elders: "Lo fellers. How is your ol' ice
 box this mornin'?"
 Round: "Say you should have seen my
 wife last night after I told her the six
 (6) reasons why the ice box wasn't the
 best refrigerator. I can see where I've
 sold a G. E. already—all I need now is the
 money to pay for it."
 (Enter Wright. Takes seat.)
 Herring: "Greetings, gang."
 Wright: "Mornin' everybody."
 (Enter Good and McHenry.) (Good
 takes seat at table, and McHenry, the
 vacant chair beside Good.)
 Good: "Good mornin', fellows,—every-
 body here. I see

Class: (Each student should vary his greeting a little in a natural manner.)
"Good morning, sir"—or, "Good morning, Mr. Good."
Good: "Well, how does the class feel after a full day yesterday, and I hope everybody was able to fill out the examination paper last night?"
(Elders collect papers and puts them on Good's desk.)

YOUNG: "That's fine. I'll look 'em over tomorrow lunch hour. Yesterday we told them the story of refrigeration and also explained in detail that the ice-making machine box, good servant that it has been in the past, simply will not do in this modern day."

"So, we'll start off this morning by selling you something about the introduction of electric refrigeration or iceless refrigeration, as it was then called. This will be a full day. Even worse than yesterday, but I'll do my best to make it interesting for you. You know, there is a whole lot to this refrigeration business, and that's the way I know for you to get it is for some time. I'll sell it to you so that you will have a little change of subject as far as instructors are concerned."

I am going to have our Product Man tell you this story, and without further ado I will introduce Mr. McHenry who has charge of our Product Department. You will get to know more about Mac later.) Mac, do your stuff."

McHenry (goes through explanations). (As soon as McHenry's explanation has gone on for about 15 minutes, the curtain should begin to close slowly to indicate the passing of the second (2) day. McHenry continues to talk until curtain is entirely closed.)

Scene: Same as scene 2 except charts have been removed and sales promotion material on display. Refrigerator moved to another position on stage. Blackboard is prominently displayed at rear of room. Henry continues to talk until curtain is facing audience, with the fourteen vital advantages of General Electric refrigerators innovations plainly written on it. Curtain opens on afternoon session of third (3d) day.

Good (leaving blackboard): "Now you

know why the General Electric refrigerator is peer of them all. These 14 points, if told to a customer in an enthusiastic manner, cannot help but bring home the bacon. How about it—is there any doubt about that? Hands up everybody who

agrees. "Class: (All hands up.)
Elders: "You've got me sold right up to the hilt."
Good: "Swell. We're getting there."
(Takes piece of chalk, makes mark on one foot and places two chairs on one side of the floor. Round and round he goes.)
(Making hypnotic movement with hand over Round's head.) You aren't Robert Round any more. You're Mrs. Stewart Lane, and you're sitting in this chair in the 'Afternoon Bugle'. Get me, Mrs. Lane?"

Good: "I'm a refrigerator salesman, and in a second I'm going to ring your door bell. I want you to re-act about the way you think your wife would. Ask me the questions she'd be likely to ask."

"Now get this men, after you ring the door bell, hop over here, away from the opening edge of the door. Encourage the lady to open it un-good, and wide, to see

Round (goes through motions of opening door).
Good (stepping quickly in front of door and removing his hat): "Good morning, Mrs. Lane. Yesterday I was talking to Mrs. Randolph about her G. E. refrigerator and she suggested that I ought to come over and see you. May I come in for a moment?"

Round: "W-e-l-l, e-r-r, yes."
 Good (follows Round to other side of chalk line and quickly places chair for Round to sit down, then sits down).
 Mrs. Lane: I am Mr. Good, the local representative for General Electric refrigerators, and I want to take only a few minutes of your time to tell you about the General Electric. Whether you want to buy it now or later, or not at all, I can help you like never before. This is the "Years Ahead" refrigerator, and I am happy to have this chance to tell you about it."
 Round: "Won't you sit down,—but I might as well tell you right now that I simply can't afford to buy it. They're too expensive, and I really don't need one."
 Good (smiling): "That's perfectly all right."

right, Mrs. Lane. It's a pleasure to tell you about it, just the same." (Takes seat and opens sales presentation book.) "I'm sure I scarcely need to say that electric refrigeration is pretty thoroughly accepted as one of the modern standards just as are electric lights or hot water heat or built-in bath tubs. The only difference is that an electric refrigerator, that is, a General Electric refrigerator, is portable and may be moved everywhere and plugged into any electric light socket or convenience outlet.

"With the introduction of the General Electric, refrigeration for the home definitely passed the experimental stage. It truly represented the most amazing advance in refrigeration the world has ever known. Now, daily, hundreds of thousands of General Electric refrigerators are bringing health and comfort to the homes of the world." (Opens sales presentation book to page 2—reads pages 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100)

Round: "I don't understand that very well. The temperature of ice is 32° isn't it"

Good: "That's right."

Round: "Well, then, isn't the temperature in an ice box 32°?"

Good: "No, never, not any more than the temperature six inches away from a flame is the same as that of the flame. Here, I can show you." (Turns to page 9 and reads pages 9, 10, 11, and 13.) "Is that clear now?"

Good (pointing to page 12): "These are just a few letters from users who are themselves technical experts or specialists, such as Alice Bradley, the well-known cooking authority. I won't take your time

to read them now. So you see (turning to pages 14 and 15) ice is not cold enough. That is why there has been such a great increase in the use of electric refrigeration. Even with the ice chamber crammed full, an ice refrigerator is seldom able to

reduce the temperature in the food compartments to 52° and as the ice melts and grows smaller and smaller, the temperature of the food keeps getting higher and higher. It may reach 60°—even 70°. The ice may melt entirely before it is replaced.

And the bacteria and moulds—the minute food bugs wake up and say—hurray, winter is over! And they multiply right away and call in all their friends and relatives and they play havoc with your food in just a little while. (Turns to page 16.)

Round: "Yes, I have a grown daughter."

Good: "Oh, thanks. The point I wanted to make was just that right refrigeration is ever so important for children—more so even than for grown-ups. Milk is the mainstay in a young child's diet and milk is probably the best food to eat."

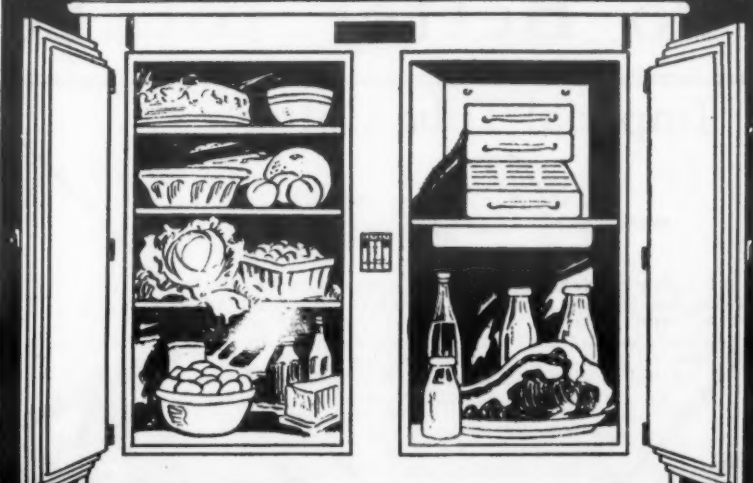
hank is probably the first food to spoil if not properly refrigerated. It may appear sweet and palatable without being so. Now I'd like to take just a minute to show you the facts and pictures from actual scientific tests made on foods kept in an ordinary ice refrigerator as against exactly

"Bear in mind what I have already said—an ice refrigerator keeps food at a variable temperature, rarely less than 52°—generally pretty close to 60° and upwards. A General Electric refrigerator keeps food

"Here is what the United States Government and the Dept. of Health of New York have to say about the temperature at which perishable food should be kept. (Reads statements at bottom of page 17 of sales presentation book.)

Wayne

Electric Refrigerator



Thousands of men and women are going into stores like your own to see what's new in Electric Refrigerators! And many of them are asking about the new Wayne . . . with its Automatic Cold Control!

If you are interested in this Wayne Feature . . . and the profitable Wayne Franchise . . . Write Us.

WAYNE HOME EQUIPMENT CO.
Main Office and Factory, Fort Wayne, Ind.

AUTOMATIC GASKET TACKERS

8 TIMES FASTER—MORE SECURE
SHIPPED ON 10 DAYS FREE TRIAL
Write for Descriptive Literature

R. N. E. MARKWELL MFG. CO.

200 Hudson Street

New York, N. Y.

*This is a National Message to the
American Housewife*

Good Housekeeping Institute

Recommends Proper arrangement of foods in your refrigerator, and KVP advises the use of Proper Papers for food wrapping and protection. There is a big difference—to get the most good out of your refrigerator are you using both KVP Refrigerator Papers?

There's Household Parchment for cooking and for wrapping all greasy, moist and wet foods—it's boil-proof—it wears—use it again and again. KVP Heavy Waxed Paper "Cutter Box" seals tight (one sheet will do)—keeps the moisture in or keeps the moisture out as desired. Remember, all foods should not be wrapped in Waxed Paper—for 100% results use the famous pair of KVP food wrapping and cooking papers.

Try your Grocer, Stationer, Hardware, Department Store and Neighborhood Merchant first; if they cannot serve you, KVP will pay the parcel post.

Send \$1.00 for the two big 50c rolls (West of Missouri and South Coast States, 60c per roll, both for \$1.20 postpaid).

FREE When ordering, mention this ad for a Miracle Paper Dish Rag and interesting samples for you and your friends.

STANDS FOR "THE WORLD'S MODEL PAPER MILL"
KVP KALAMAZOO VEGETABLE PARCHMENT CO.
KALAMAZOO MICHIGAN U.S.A.
MANUFACTURING WORLD-WIDE FAMOUS FOOD PROTECTION PAPERS

If you are in any way interested in Electric or Gas Refrigeration... read the above over twice because it will mean much to you... this is our National message to the American Housewife in cooperation with your refrigerator sales campaigns. Write for samples and advertising ideas that sell your refrigerators to new customers and keep old customers interested.



You will want this efficient delivery help to assist you in cutting down overhead in your business. Write us and give us the line you handle and we will be glad to quote you prices. Charles J. Webb & Company, 116 Chestnut Street, Philadelphia, Pa.

Faster, easier, better deliveries with WEBB SLINGABOUTS

DELIVERING refrigerators in Webb Slingabouts cuts delivery costs. It does away with the clumsy method of crating and packing. Only two minutes are required to wrap and strap the refrigerator—then it is ready to go on the truck. When a refrigerator is wrapped in a Slingabout the men can handle it more quickly without injuring hands and knuckles.

Work is just as fast at the other end. The movers unload the refrigerator and squeeze it through the doorways without danger of marring its fine finish or damaging the woodwork of the customer's home. The Slingabout is removed in a jiffy and your men return for the next order. No unpacking mess to clean away in the customer's home, no injured walls and fixtures to repair. And the Slingabout is good for several years! The protective feature of

Webb Slingabouts is what makes them so valuable for safe deliveries. The jacket is made of heavy canvas, padded with cotton, and lined with soft flannel. The finest finish—including porcelain—is safe under this thick, carefully wadded cover. The harness with which the jacket is strapped consists of three-ply canvas belting, triple-sewed, and reinforced with one-eighth inch thick sole-leather. You could use it to move two refrigerators and the harness would be strong enough for the weight of both.

Less work, less cost, greater speed and safety when you deliver refrigerators in a Webb Slingabout.

WEBB Slingabout

Three Aids To Better Joints

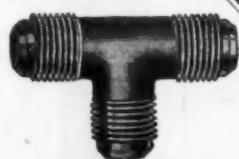
Imperial Tube Cutter



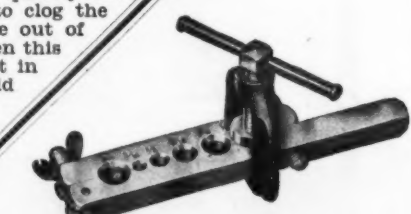
Here is a highly efficient tool for cutting copper, brass, block tin and lead tubing. It takes all sizes of tubing from 1/8" to 3/4" and makes a right-angle cut, quickly and cleanly, leaving no burrs or chips to clog the line. The tubing does not become out of round as when cut in a vise. When this tool is used, tubing can be cut in half the time required by old methods and a far better job results. No. 94-F Tube Cutter, each

Brass Forgings

\$2.50



Accurately made to meet all the requirements of Iceless Refrigerator Manufacturers. Will not leak. Let us quote on your requirements.



Imperial Flaring Tool

The Imperial Flaring Tool gives the proper flare and taper to the tubing for making up joints. A perfect flare means a tight joint, and this tool does the work in the least time and with the utmost simplicity. No loose dies—no vise necessary.

No. 93-F takes tubing sizes 7/16", 3/8", 1/2", 5/8", 3/4", and 1", each \$3.00
No. 95-F takes tubing sizes 1/4", 5/16", 3/8", 1/2" and 5/8", each \$4.00

IMPERIAL BRASS MFG. CO., 565 So. Racine Ave., Chicago, Ill.

The Incubator

(Continued from Page 21)

"Experts everywhere are agreed that 50° is the danger line. Above that temperature bacteria increase with amazing speed and spoilage is rapid. At temperatures of 50° and under bacteria are practically dormant and the rate of increase, if any, is very slow." (Turns to pages 18 and 19 of sales presentation book and reads them.)

Round: "That is quite remarkable. Are you quite sure those tests are honest? Would the same things happen in ordinary everyday life?"

Good: "Absolutely, Mrs. Lane. These particular tests were made by the Ekroth Laboratories of New York City who were employed to make perfectly unbiased tests. That is their business—making tests and they have a sterling reputation throughout the country. Incidentally, similar tests have been made dozens of times not only by ourselves but by household institutes, colleges and hospitals. The results are always practically the same.

"Why, Mrs. Lane, with a small child in the family the amount you'll save in your milk bills—milk and cream that now goes sour—will pretty nearly pay each month for the cost of running a General Electric."

Good: "And with a General Electric you never have sour milk. It just doesn't happen. Senator Copeland, who is a physician and was head of the New York Health Department, says in this recent issue of Collier's (takes it out of back of book) that the average family spends \$700 a year for food—and wastes 10% of it in spoilage due to poor refrigeration. It's things like that and milk spoilage and the cost of indigestion and sickness that makes it economical from just a money point of view to buy a General Electric even if you ignore the comfort and convenience of not having to worry about ice cards and ice books and ice men and staying home to let them in and cleaning up after them when they have gone (turns to page 20 of sales presentation book and reads 20 and succeeding pages up to and including 32)."

Round: "Very well, Mr. — Mr. —, what is your name, by the way?"

Good: "Oh, I beg your pardon, I'm Mr. Good, and I'm with the Interstate Refrigeration Co. We're the exclusive distributors of General Electric refrigerators hereabouts."

Round: "Well, Mr. Good since you brought it up, how about the mechanism of the General Electric? I've heard that it is so frail and delicate that the company solders a piece of tin around it to keep you from seeing how flimsy it is."

Good: "Mrs. Lane, I could pretty nearly swear when somebody says a thing like that about the General Electric mechanism. Listen, if there ever was loving care and utter patience bestowed in the design and manufacture of a piece of machinery it has been done here. Why, the General Electric mechanism was developed by the Research Laboratories of General Electric—one of the world's greatest and largest scientific laboratories. These leading scientists worked for 15 years developing the General Electric refrigerator. They took everything into consideration. They made it quiet—they made it fool-proof. They made it self-lubricating. They made it economical to operate. They made it so simple, so sturdy that it can run for years and years without a sign of wear, without need of replacing a single part. They placed all the mechanism up on top and sealed in hermetically, airtight in a steel casing so that not a speck of dust or grit could get in—so that there would be no exposed parts—no oily surfaces to attract and hold lint and dirt."

"And before even a single General Electric refrigerator was sold they had tested it for years under every conceivable condition. When it was finally offered to the public two years ago, the General Electric knew beyond any shade of a doubt that it had a 'Years Ahead' refrigerator—a revolutionary development which set a new standard for household refrigeration."

"It had to be good—better than any other, Mrs. Lane. You know the reputation of the General Electric Company. It has been the acknowledged leader in the manufacture of things electrical as long as you or I can remember. It couldn't afford to give its name, and risk its world-wide reputation on any electrical product that wasn't the very best of its kind. But when an electrical products says G. E. on it, there just can't be anything better. The proof of the pudding is that every General Electric refrigerator carries the company's unqualified guarantee for two years. As far as I know, no other refrigerator has such a long term guarantee—no other household electrical appliance has such a guarantee because it knows its refrigerator will stand up. Why there are 350,000 users of General Electric refrigerators right now and not one has ever spent a dollar for repairs or service. Mrs. Lane, please just think of that. Isn't that a perfectly marvelous record! No other refrigerator in the world can match that and I assure you my statement is literally true. I'll put it in writing if necessary. It is printed in our advertising in all the magazines. It must be true or our competitors would have knocked holes in it long since. Here are some of the advantages of the General Electric (reads pages 33 and 34 of sales presentation book)."

Round: "Well, Mr. Good, I guess you're right about that. It makes me see things in a different light."

Good: "I'm taking much more of your time than I intended but you seem interested. Am I keeping you from anything important?"

Round: "Oh no, not at all, I'm very much interested, go right ahead."

Good: "Not only does the warm air rising from the coils keep dust from settling on the top but (reads page 35 of sales presentation book)—Now, I've covered two of the major requirements of good refrigeration—dependability and cleanliness. (Turns to page 36.) The third big thing is—convenience." (Reads the text at bottom of page 36, then reads 37 to 43, inclusive.)

"Quietness is important—a noisy refrigerator can get on one's nerves terribly. It can become unbearable. There is no quieter machine than the General Electric. It is so quiet you scarcely hear it. After the first two or three days, you are never even conscious of when the motor stops or starts and the beauty of it is that the longer you have it the quieter it gets."

Round: "Oh, I'd dearly love to have one. You don't have to tell me any more about it. I wouldn't want any other kind now—but there isn't a chance. I know my husband wouldn't want to spend the money."

Good: "But, Mrs. Lane, it's not like buying a car or a house. They're not expensive."

Training Salesmen

Anyone who has tried to stage a sales demonstration at a meeting of salesmen—with salesmen and office force as the actors—will appreciate the difficulty of creating an atmosphere comparable with that confronted in real selling work. It is seldom possible to get either the actors or audience to take the job seriously enough to get over the desired message.

"The Incubator," presented at the General Electric Distributors' Conference on Association Island, Aug. 28, proved to be an exception to the rule. It was not only well written and carefully staged, but was played with remarkable enthusiasm and sincerity. The realistic struggle of "Bob Round" to realize success put a lump in many a throat and the recognition of his achievement by the critical boss, John Harddig, brought a cheer the meaning of which no one could doubt.

The play is printed in full in the News because of its interesting interpretation of the greatest single problem of all specialty selling—that of training the salesmen, and as a source of ideas for other organizations seeking to present the problem and its answer in a similar manner.

Round: "How much do they cost?"

Good: "Let's see, you have how many, five people in your household?"

Round: "Yes, four grown-ups and a child."

Good: "There I'm sure the all-steel G-100 model is the right one for you. We have smaller ones and we have larger ones. I want to show you them all, but I'm sure the G-100 will best fit your needs. The G-100 may be purchased for as little as \$— a month."

Round: "Well, that doesn't seem so expensive but I'll have to discuss it with Mr. Lane."

Good: "Mrs. Lane, I know you want this refrigerator. I know you'll love it. After you get it you will be thankful every day of your life that you did buy it. I know it will be worth to you many times what it costs. I know it will give complete satisfaction. You ought to have it. Can't help you get it? Surely your husband will be reasonable. I'm sure if he realized the advantages of having it he wouldn't say no. Can't I call tonight when he is home and talk to him?"

Round: "Yes, I guess you can, if you like."

Good: "What time would be convenient, about half past seven?"

Round: "Yes, that time would be all right with us."

Good: (Rising) "Very well, I'll be here then and if Mr. Lane is interested I'd like to take you both over to our store and show you the several models. I think it would help a lot too if you would tell him I'm coming and make it plain that you need and want the refrigerator. I can satisfy him on the quality and value of the refrigerator, but if he's like most husbands, he'll buy it because you want it, not because he wants it himself."

Round: (Smiling) "Well, I'll do a little coaxing if that's what you mean."

Good: "Exactly!" (He goes toward door and stops suddenly.) "Oh, one other thing, will you let me see your kitchen? I'd just like to measure the space where you'd like to have your refrigerator to make sure the G-100 will fit."

(He crosses chalk line, pretending to open door. Class applauds.)

Foot: "Gee, that's swell, Mr. Good. Do you suppose we'll ever be able to do it as slick and easy as that?"

Good: "Better'n that, old top, much better. It's a lot harder making a 'pretend' sale like this than to make a real one. Looking at Bob's homely mug while I talk, it's hard to keep in mind that he's supposed to be a perfect lady. Besides, as a woman, he's a tough egg—almost any woman would thaw out and get more enthusiastic about it than he did."

Elders: "But, suppose the prospect just keeps saying 'no' instead of 'yes'?"

Good: "Ah, there's the joker. You notice I gave her mighty little chance to say no. I said most of the yeses for her and when I did put a direct question to her, I was already sure that the answer would be 'yes'."

Elders: "But, suppose she just says, 'no, I'm not interested and I don't want to talk about refrigerators'?"

Good: "Just stick to it. You've got to be persistent up to the point where she either begins to be interested or mad. If you see she is beginning to get to the point of throwing things, beat it, and come back another day."

Wright: "Do you always say things just that way and stick to the Presentation Book?"

Good: "No, indeed! In giving you this presentation I don't for a minute mean that every presentation should go like that. When a prospect raises a question you must either answer it fully then and there or give assurance that you will answer it a bit later. Usually questions of price should be saved off until you get to the end and to an explanation of the time payment."

"The main essential is to dominate the interview from start to finish. Be polite, but never give the prospect a chance to say 'no.' If you are licked and can't make an immediate sale, always conclude your interview so that you can come back again without being unwelcome. Never lose your temper or your smile. Don't get into an acrimonious argument."

Good: "Now, then, we'll change about."

I'll be Mrs. Lane. Herring, you come up here and be the salesman. Come ahead—do your stuff."

Herring: "Ah, Mr. Good, have a heart, I can't do that."

Good: "Now, fellows, listen. Tomorrow you are each going to start out with the names of seven good prospects and you are going to try your damndest to sell them. That means that we've got to get down to brass tacks this afternoon and go over this sales presentation until you all have it down pat. Every one of you is going to go through it three or four, or a dozen times, if necessary. You can't learn to swim without getting wet."

"Herring, come on up here and try your hand at it. I don't care a hoot how poorly you do it at first, just so you learn to do it better and better, and this is the only sure fire way I know to learn."

Herring: "All right, boss, don't shoot, I'm coming."

ACT III

Scene 1

Scene: A street scene—door to house in foreground which can be opened. It should have a real push button door bell. Number 125 on house. Enter (right) Bob Round. He has sales manual.

Round: (taking off hat and wiping sweat from forehead) "Suffering cats! I'd rather be run over by a truck than walk up and ring that door-bell. Guess I've got buck fever. Ain't that good? Me that's got callouses on both thumbs from ringing door-bells. I suppose it's because I want to make good this time like I never wanted to before and I've got the heebie-jeebies because I'm afraid I won't make the grade. Let's see, I've got the presentation book. I've got the prices. I know the fourteen points."

"Ring the bell, get in, dominate the interview. Tell your story. Just make her want that old G. E. refrigerator so bad she can hardly wait until evening to put the bee on her old man. Get her on your side—then set up a definite time to come back tonight and interview them both."

"Don't knock your competitor. Don't antagonize her. Don't talk price until the time is ripe. Gee, maybe she isn't home. Maybe she'll slam the door in my face."

(Kicks himself.)
"Listen, you damn fool. You're primed to the gills with sales information and enthusiasm. You know you've got the best refrigerator in the world and that everything about it is square and honest."

Round: "Get in there and make this sale or die trying. Snap into it."

(He starts again—suddenly stops and pulls out prospect card and reads.)

"Mrs. J. R. Buyer, 125 Maple Street, name supplied by Mrs. Evans."

"O. K." (He starts again.) "123—125. Here she be." (Goes up and rings bell and stands aside.) "Lady Luck—do your stuff—give this boy a break."

(Door is opened—Round steps nearer opening and takes off hat.)

"Are you—you are Mrs. Buyer, aren't you?"

Mrs. Buyer: "Yes."

Round: "Mrs. Evans suggested that I call and see you. She said that she knew you were interested in the General Electric Refrigerator, and if I may, I'd like to tell you about it. Whether you want to buy one or not doesn't matter, but we do want the chance to explain what it does and how it works to everyone who is interested. May I come in? It will only take two or three minutes."

Mrs. Buyer (Hesitatingly): "Yes, but I don't want to buy one and I'm afraid you're just wasting your time."

Round: "It's not wasting my time at all, Mrs. Buyer. I'm glad just to have the opportunity to tell you about the General Electric refrigerator."

(Both enter house—door is closed.)

Curtain.

Act 3, Scene 2

Scene: Good's office.

Time: Eight months later.

Curtain rises showing Good seated at desk talking over telephone. Good should have on different clothes than in previous entrance.

Good: "Hello, hello." (Jangles hook.) "Hello, is this Main 6274? I want to speak to Mr. Hamlin."

(Pause.) "Hello, Hamlin, this is Good speaking. Say, I'm getting damn worried about Grand Street. Do you realize we're due to open our store there in four months from today? And I mean open, no foolin'!" (pause.)

"Well, you've certainly got to step on it. You've got to finish the building in just 90 days, get me? We must have 30 days to do the interior decorating and to get our refrigerators in and all that." (pause.) "What?" (pause.) "You promise that on a stack of Bibles, do you? O. K., but, Mister, if you aren't done, through and out of there on midnight of March 31st. I'm certainly going to burn you down. There's no can or can't about it. It just has to be. That store is positively going to open on May 1st, if I have to go over there and build it myself. All right—good-bye."

(Enter Round—dressed in different clothes.)

Round: "Hello, Chief, what's the idea—calling me in like this during sales hours and making me lose a couple hundred bucks?"

Good (shaking hands with him): "Let's see—half an hour—two hundred bucks. Gosh, boy, you're getting expensive! I don't know as we can afford you."

Round: "Try and get rid of me. No sir—can't be did."

Good: "Seems to me I recollect just about eight months ago your time was worth about a nickel a month. Time was the only thing you had plenty of."

Round (soberly): "Thank God, and thank you, those days are gone forever. I've found myself, I've found my job. (smiling) I'm so damn happy about it I want to kiss the whole world."

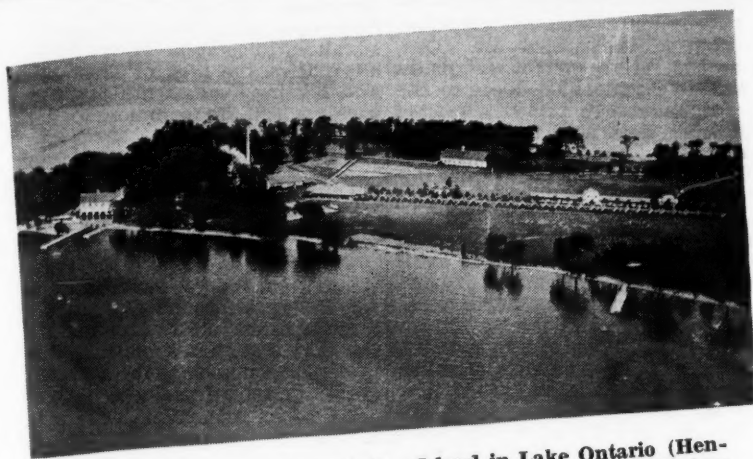
Good: "At a boy. I'm proud of you, Bob, and I'm just as tickled as you are about your sales. I couldn't help but be. I picked you and you've been a grand proof that my ideas of picking and training salesmen weren't all wet. Now then, I sent for you because I've got another brain-storm—another hot idea—I want to try out on the dog and, Bob, you're the dog."

Round: "Um-n, so far it doesn't sound so hot to me."

Good: "Listen, I'm depending on you to make a success of this idea. I want you to give me the best you've got in you. What I'm going to ask will require brains and

(Continued on Page 23)

Work and Play in Equal Parts the Rule at Association Island



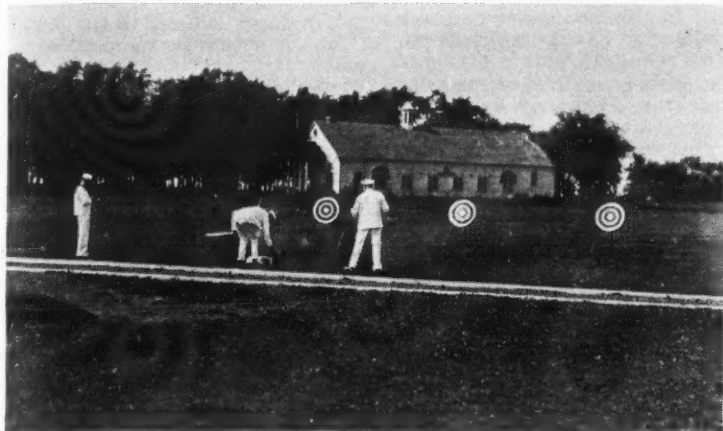
Aeroplane view of Association Island in Lake Ontario (Henderson Harbor, New York) where General Electric distributors held their annual executive conference.



Plaque commemorating Light's Golden Jubilee erected under the old elm.



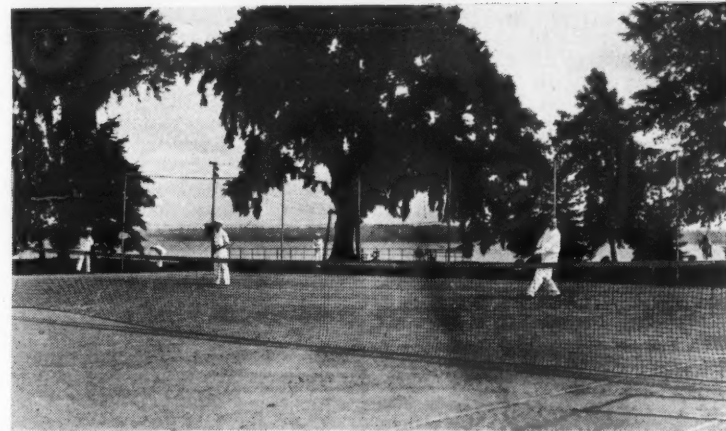
The rustic bridge being used by camera men taking pictures of the flag raising ceremony at which Camp Refrigeration III was formally opened.



Hitting the bull's eye proved to be a difficult accomplishment. Distributors practicing archery. In the background is the town hall in which business meetings were held.



Amphibian plane, with Russell Holderman as pilot, which gave many distributors their first air trip.



Tennis courts were usually busy. The picturesque old elm, remembered by every Association Island visitor, spreads out in the background.

The Incubator

(Continued from Page 22)

patience. It will take some of your time from your selling job. Maybe it will actually ruin a few sales for you. All I can say is trust me to see that in the end you won't lose by it. How about it?"

Round: "Why, boss, you don't have to ask. Just tell me what you want and I'll go do it."

Good: "Just what I thought you'd say, Bob. All right, here's the dope."

"First of all, I want you to handle the meeting for me tomorrow morning. It will be our regular semi-monthly meeting and we have an important story to get over to the men. Cold weather is coming in and we've got to show the fellows how to lick old Jack Frost. By gosh, I don't know what in the world we'd do without sales manager's service. I believe those films are about 99 and 44/100ths percent responsible for the success of our salesmen."

Round: "They sure are great. What is the big story for tomorrow's meeting?"

Good: "Melting Winter Resistance with Common Sense," and Bob, I think you can do that job better than I can."

Round: "That's hokey. You know more about selling than I'll probably ever know."

Good: "No, Bob, you've got the stuff. You can put the pep and ginger into those fellows to the queen's taste."

Round: "Well, I'll try—I'll do my damndest, but if I'm rotten you'll just have to tell me where I'm sour, will you?"

Good: "Sure, if you fa' down and go boom—I'll tell you, never fear."

Round: "That's the first thing—now, what's the next?"

Good (rings buzzer on desk): "The next is harder. I want you to act as guide and mentor to a new and inexperienced salesman."

(Enter Secretary.)

Good: "Have Mr. Green come in, will you? He's probably in the Institute."

(Exit Secretary.)

Good: "This lad just graduated from the last sales class. He's been ringing door bells now for several days and he hasn't even been able to get inside the door on most of his calls. Right now he's so low he's about ready to jump in the river. The way he feels now he couldn't sell a refrigerator in hades. It's up to you to pull him out of it, nurse him back to life and get him started, up to the point where he begins to click."

(Enter Purdy Green.)

Good: "Hello, Green. How are you anyway?"

Green: "Rotten."

Good: "Why, what's the matter, are you sick?"

Green: "No, I'm not sick. I don't know what's the matter. I'm just yellow I guess. No back-bone—no guts."

Good: "Listen, son, I know all about it. Take it from me—on the level—two weeks from now you'll look back and laugh at the way you feel now and wonder how the hell you got that way. Perk up—you're all right, and we're going to give you a bit of help. Here, I want you to meet Bob Round—Bob this is Purdy Green."

Round: "Glad to know you, fella."

Green: "Happy to meet you, Mr. Round."

(They shake hands.)

Good: "Sit down, boys, and lend me your ears. Green, this dumb looking specimen here isn't nearly as dumb as he looks. Just about eight months ago I picked him up much as I picked you up. He was stony broke, pretty much of a failure, pretty down hearted. He went through our little sales school just about the same way you have. On his first day out in the field, by sheer luck he knocked off a sale and he came back here the next day just

all swollen up with pride. God, Bob, you were cheery, remember?"

Round: "Yep, you bet I do."

Good: "Well, the next day he didn't get a nibble and a little of the old pride evaporated. And the next day he didn't crash through. It went on that way for three weeks, and by that time he didn't have an ounce of pride left. He was lower than you are now. And then he began to click and he's been clicking ever since. Today he's one of the fair-haired lads of the sales force. He's been up among the leaders now for seven straight weeks."

"Now, I'll tell you what I want you two fellows to do. Bob, you take Purdy Green under your wing—you're his guide, his elder brother, his mother and father. You're going to take him with you on six or seven calls so that he can see how you do it."

"He's just a little tired and needs some moral support. Being with you for several days will give him just what he needs. I want you to take him home with you and to get interested in seeing him succeed. Will you do it?"

Round: "Yes sir, gladly."

Good: "And, Green, I want you to trust and obey Round. Do whatever he tells you and do it just the best you know how. If he balls you out—take it in good faith. He won't do it unless you need it. If he tells you to tackle something that looks mighty tough, dive into it with all you've got. If I don't miss my guess, you two fellows will pull together and you'll each profit by it. That's all the instructions I have—the rest is up to you."

Round: "O. K. boss—we're on our way. Come on, young fellow—let's go and call on a hot prospect."

Curtain.

ACT IV

Scene 1

Scene: Institute

Time: Following morning.

All of the salesmen in the cast, with the addition of five or six men which can be made up from stage hands, etc., are seated in their chairs facing the slide film screen. Bob Round is addressing the class.

Round: "Well, fellows—you probably are wondering what the big story will be at today's meeting. I went over it last night and you can take my word that it's a 'Wow.'"

"The big thing I like about these film stories is that they don't give you a lot of hokum. They tell the story in a straightforward manner so that even I can understand what they're driving at. The story for this meeting is no exception."

"Prospects are beginning to give us the 'Wait until Spring' story and if we don't know the answers—we lose the deal. The story this week covers just those answers, and if any of you bozos think winter refrigeration is not necessary after you see this film—well, I just miss my guess, that's all."

Let's not waste any more time but get right down to the heat which will melt our winter resistances. (Goes through slide film on winter refrigeration.)

Curtain.

Act 4, Scene 2

Time: Four months later.

Scene: Living room of Round's home. Seated are Carrie Round, Bob Round and Purdy Green.

Green: "Carrie, I'm going to beat your boy friend out for first place next week. I got two sales today and he only got one. What do you know about that?"

Carrie Round: "It sounds to me like someone's doing a little tall bragging. Will he beat you, Bob?"

Round: Well, maybe, but he'll sure have to hustle."

Green: "Sure I'm going to beat you."

Round: "Listen to him crow, will you

Carrie? This is the guy that was all set on jumping off the dock three months ago—now look at him."

"Maybe I made a mistake, Carrie; maybe this is the one we should have drowned."

Green: "Wow, beginning to get under his hide. Whoops—voo doo doo!"

Carrie: "You two make me tired—always letting on you're just itching to get at each other's throats."

"I think Bob would pretty nearly throw away a couple of sales if that would let you beat him, Purdy. And you're pretty much of a fraud yourself. Purdy, I'll bet you'd run away from a couple of sales if necessary just to keep from beating Bob. You're a fine pair of sweethearts, you are."

Round: "Say, those pictures down at the school were sure good today, weren't they? Where in the world they get all the ideas is beyond me."

Green: "They sure are great—but leave it to Mr. Good to know how to help salesmen. Gosh, he's a good boss—he certainly has helped me a lot."

(Door bell rings. Carrie Round gets up to answer it.)

Round: "Bet it's Herring and Elders. They said they might stop by tonight."

Good (Voice off stage): "Well, how do you do, Mrs. Round—how are you? This is Mr. Harddig, Mrs. Round."

Carrie Round (off stage): "Well, of all things—I certainly wasn't expecting you—I am so glad to know you, Mr. Harddig—Bob speaks of you ever so often (fustered). Won't you, oh—won't you come in?"

Good: "Thanks, we will. Is Bob home?"

Carrie Round: "Yes, he is right here, and Purdy Green is with him."

(Enter Good, Harddig and Carrie Round. Good and Harddig have hats and overcoats.)

Round: "Well, well, hello chief, come right in. How do you do, Mr. Harddig, let me take your hat and coat."

Good: "Hello, Purdy."

Harddig: "How are you, Green?" (Reply—hand-shaking.)

Good: "You living here, Purdy?"

Green: "Well, pretty near. Bob and Carrie don't seem to mind having me under foot most of the time. (All are seated.)"

Harddig: "Mrs. Round, I've been hoping to meet you for a long time. I want to tell you that we think a lot of Bob and that he's turning out to be a grand success."

"I know that right from the start you have made that possible and that probably he couldn't have done it without your help."

Carrie Round: "That's awfully nice of you, Mr. Harddig, but I guess Bob has pretty much done it all himself."

Round: "S'no use being modest, Carrie, the chief knows all about it. He knows you made me come through."

Good: "Now, Bob, we'll talk business for just a minute, if we may and then J. D. and I will have to run along."

Green: "Come on, Carrie, we'll get out."

Harddig: "No, No, stay right here, I want you both in on this."

Good: "Bob, you know the new Grand Street Store will open in just thirty days. I suppose you've wondered who was going to be put in charge. Mr. Harddig and I have thought a lot about it and we agree that you're it—and Purdy, here, can go over with you."

Round: "Well—I'll—I'll—Gee."

Harddig: "Round, I congratulate you. You've done wonderfully. I hope and expect that this is only the beginning of your success in this business. Here—fumbling in his pocket—is the check for your first month's salary."

Round (taking check dazedly and glancing at it; he looks amazedly at the figure—"Hot dog!")

Harddig: "And Round—the only advice I can offer is that you help your men as Tryon helped you. Open up an Incubator."

Curtain.

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Electric Refrigeration News,
550 Maccabees Bldg.,
Detroit, Michigan.

HOUSE COOLING

Public Demands Have Increased Interest in Household Field

By R. A. Malony,
Philadelphia Suburban Counties Gas & Electric Co.

SPEAKING on the subject of "Prizes for the Inventor," before the graduating class of the McKinley Manual Training School in Washington twelve years ago, Dr. Alexander Graham Bell told the graduates about the experiments he had been conducting on the cooling of air in his own home and emphasized the possibilities in this direction.

It has not been until recent times that serious consideration has been given to house cooling by those responsible for the construction of our homes. Dr. Bell was handicapped back in 1917 by the lack of suitable small refrigerating machines and had to use salt covered ice in his experiments. Early in his work he realized the importance of preventing leaks of the cooled air and after due consideration he selected a swimming pool in the basement of his Washington home as the location for his experiments. He mounted his ice box in the attic, filling it with large blocks of ice covered with salt and piping the cooled air down to his emptied swimming pool in asbestos covered pipes. With this crude arrangement he succeeded in creating a cool dry atmosphere in the empty swimming pool and later moved his desk into the cooled chamber where he conducted most of his work during the remainder of the summer. It was only necessary for him to climb out of his cooled room, to feel the hot, sticky air of a typical summer day in Washington, D. C.

Cooling in Movie Theatres

Today as a result of the comforts experienced by the general public in the cooling of the moving picture theatres, the subject of house cooling is receiving much attention. It is natural that theatres and other public places where the benefits of cooling are of a tangible nature, would be the first to adopt it. Not so long ago the "summer slump" was a serious problem to the movie theatre, in fact so severe was the falling off in attendance that many houses closed during this season. Artificial cooling has now made the movie theatre a haven of refuge from the summers' heat for the public.

While it is delightful to enjoy an entertainment in cool, healthful air the appeal of a cool, refreshing night's sleep at home despite the gyrations of the thermometer is even more forceful. Thus, house cooling takes its place with other modern comforts. The education of the public to its advantages should present no great problems especially to those already familiar with automatic temperature control such as the "metered" heat of the gas company.

A reasonable contrast between the indoor and outdoor conditions is the purpose of artificial cooling. It is not only economically unsound to cool rooms to temperatures too low but it is also unnecessary. The lowering of the room temperature about eight or ten (8 or 10) degrees gives one the feeling of comfort especially if the air is sufficiently dry to permit the evaporation of perspiration. Under these circumstances there is no "shock" when entering a refrigerated house and the danger of catching cold in a cooled bedroom is no greater than that encountered during the winter months, when the temperature of the bed room is proportionally lower than the remainder of the house.

Excessively low temperature in the summer is just as undesirable as overheating in the winter. For instance a condition of 85°F. and 40 per cent relative humidity would be unbearable in a room during the heating season yet pleasantly cool when it is 95°F. and 50 per cent humidity outside.

Desirable Temperature Differences

A table has been worked out giving the desirable temperature differences between indoor and outdoor summer temperatures. With an outdoor temperature of 95°F. a maximum difference of 15°F. or an indoor temperature of 80°F. is the most desirable. As the outdoor temperature becomes cooler the desirable temperature difference also decreases until at 75°F. outside temperature a difference of 1½°F. should exist.

The results of a series of tests conducted at the University of Michigan on the effect of artificial cooling on the health and efficiency of the members of the household will shortly be released.

The field of large building and industrial cooling is already beyond the experimental stage. Such industries as bakeries, photographic film plants, chocolate dipping factories are now using artificial room cooling extensively during the summer months. While the industrial cooling applications depend for justification upon the value that cooling lends the manufactured articles, the cooling of theatres, hotels, stores and restau-

rants is provided for the comfort of the public while in their establishments.

And now we have the cooling of office buildings. It is the common experience of every one that when the weather is so hot and uncomfortable as to be distracting, there is a decided reduction in mental and manual capacity for work. Therefore a tangible saving might be expected from office cooling due to the increase in personnel efficiency. The latest skyscraper to be artificially cooled is the new Union Trust Building in Detroit. Temperatures as near to 70 degrees as desirable will be established on the first sixteen (16) floors of the building throughout the year. The windows of these floors are designed to remain permanently closed in winter and summer. Not only will the humidity and temperature be regulated but ozone will be mixed with the incoming air to give it "pep." Fresh air for the air conditioning units is drawn in at the fourth and sixth floors by supply fans.

Disease Prevention

There is another angle to artificial cooling—that of disease prevention and the treatment of serious illnesses during the hot weather. Pneumonia is treated by "conditioned" air in a New York Hospital. And from China, the country generally considered slow in advancement, comes the news that the Country Hospital at Shanghai is equipped with an efficient air cooling system.

The summer season in that part of China is very hot, at times reaching 103°F. Located near the mouth of a river, the relative humidity of the air is also high. The cooling has not only proved successful, the hospital management even believes that the successful treatment of some serious cases of illness must be attributed to the excellent working of the air cooling system. The cooling and drying of the air in the wards and operating rooms is so thorough that its effects are also perceptible in the corridors.

With the background of experience furnished by these larger installations, engineers are now busily engaged in the problem of house cooling—one company already having announced an apparatus available for homes "from the most modest to the most pretentious."

It has also recently been reported that house cooling by gas is to be the subject of scientific study by engineers and fuel experts, in connection with the American Gas Association. The executive board of the Association has approved the necessary expenditure for this work.

The initial and operating expense of the equipment as well as the space requirements seem to be the principal obstacles in the way of popular acceptance of house cooling.

Frigidaire Corp., Dayton, Ohio, has placed on the market, an electric room cooler. This cooler has lowered the temperature of an average size living room or office as much as ten degrees in thirty minutes, in experimental tests. The height of the room does not affect its capacity, as the temperature of only a few feet of air near the floor is affected by its operation.

Humidity of the room is also lowered to a marked degree, which makes it of particular value in many climates during the summer months. The cooler is approximately four feet high and weighs 210 pounds. It operates with a fan that circulates 450 cubic feet of air a minute over cooling coils.

Requirements of House Cooler

The requirements of a house cooling plant were summarized very precisely last year by W. H. Carrier, past president of the American Society of Refrigerating Engineers, in a letter to American Gas Association Sub-committee on house cooling, some of his remarks were as follows:

The desirable temperature for a dwelling during the summer time is a minimum of 72° with the same temperature outside and no refrigeration required, to a maximum of 80° with an outside temperature of 90° or above.

House cooling is an aid to health if not overdone. Human efficiency is dependent in a large measure on the surrounding temperature. The extreme heat of the summer is injurious to those who are not in good health while to those in good health it only seems to reduce their efficiency. One of the difficulties on a hot summer night is to obtain satisfactory rest. In properly cooled bed-

rooms the rest obtained can be just as refreshing in the hottest summer weather as in winter. House cooling together with air filtration, should be especially beneficial in summer to sufferers from asthma.

In a house which is to be cooled, I would always recommend sealing the basement. This, in fact, should be done for heating where gas is used. I would also recommend roof insulation in all cases. Allowance must be made in cooling for the heating effect of the sun on the exposed side of the building. So far as windows are concerned, these should be provided with awnings, so that the effect would be greatly reduced.

Cooling Equipment Should Operate in Conjunction With Heating Plant

The type of equipment that will bring about home cooling is an equipment which will operate in conjunction with the heating equipment and this will mean mechanical circulation of air both for heating and cooling. In fact, the whole plant must be designed as a complete air conditioning plant available both for winter and summer. The heating element may be a direct gas-fired furnace or it may be a steam boiler, gas operated, using a heating stack for an air heater in the basement in the winter. There is a possibility that other types of gas-fired refrigeration will be developed which do not require a boiler in the ordinary sense.

Mr. Carrier confined his remarks to the gas operated system for both heating and cooling a house. There have been other systems suggested which make use of gas for heating but use a motor driven compressor on the cooling system.

With either system it is necessary to use a motor driven fan for circulating the cooled air due to its tendency to

stratify since the temperature gradient is not sufficient to produce thermal circulation. The fan should be of ample capacity and should operate with a minimum amount of noise.

Two Systems For Distributing Cooled Air

Two systems have been recommended for distributing the cooled air. One, known as the return system distributes the cooled air in pipes or ducts to the various rooms through registers located near the floor. Return duct openings are provided halfway between the floor and the ceiling for returning the warm air to the cooling plant. With this type of system, it is not necessary to add any "make up" air from the outside as the loss through infiltration will be sufficient to provide one air change per hour.

The other method proposes to eliminate the return duct, requiring the air to find its escape through leakage. With this method smaller quantities of colder air is supplied to the various rooms. Outdoor air is used in quantities approaching normal infiltration. Draughts are avoided by releasing the cooled air from the ducts in tiny streams. The Shanghai Country Hospital, previously mentioned, uses this latter method. Cooled air is blown into the rooms through narrow slits arranged under the ceiling, the incoming air being directed upward toward the ceiling. The air inlet slits are distributed uniformly in each room. In this manner it has been found possible to admit sufficient air to the rooms without creating draughts.

The most efficient method of removing heat and moisture from air is by a direct spray of refrigerated water into the air current. This will effect a partial purification of the air as well, after which it may be passed through an efficient air filter reducing the dust and other impurities to negligible quantities.

Suitable automatic refrigerating machines for supplying the refrigerated water have not as yet been produced strictly for use in cooling houses.

Refrigeration of houses by gas is a problem that is being given serious consideration by the gas industry. As a

complement to the winter load of house heating, it is of course, a very desirable load.

It has been suggested by some that a combination gas heating and gas cooling unit could be designed utilizing the absorption method of refrigeration. To date no practical method has yet been advanced to combine these units. As an alternative, the idea of separate cooling and heating systems utilizing those features which are common to both, has been advanced.

The only gas fired heating system that can be used for this purpose is the warm air system. The same ducts, by the proper design can be used for both systems. An absorption type of refrigerating system can be used for cooling with steam from the gas fired boiler furnishing the heat for the generator. In the large commercial air cooling installations, the refrigeration is supplied by the motor driven compressor type of system, generally the centrifugal type of compressor.

To obtain economical efficiencies from a house cooling plant, certain conditions should be met in the design of the house.

It is essential that the basement of the house be sealed, otherwise the cooled air would soon filter out and a condition obtain similar to pouring water into a leaking bucket.

Operating efficiencies could also be increased by proper insulation of the walls of the house.

All windows subject to the direct rays of the sun should be equipped with awnings.

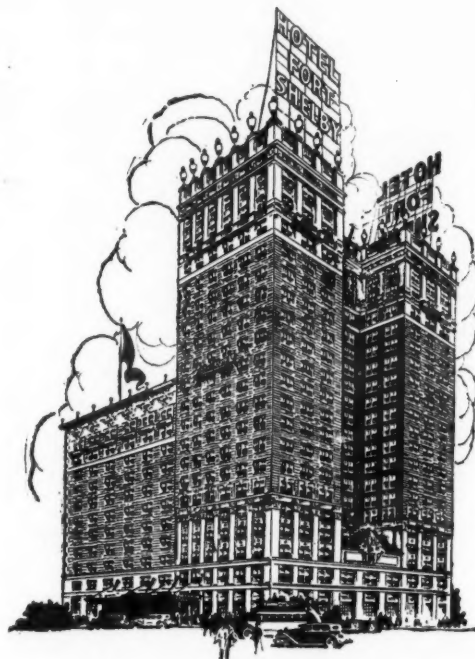
Experiments have shown that heat absorbed by and transmitted through a roof can be considerably reduced by painting or covering the roof with a reflecting surface.

Any house refrigeration system to meet with public approval, must possess the following characteristics.

Moderate original cost
Maintenance and operating expense not prohibitive, fully automatic, silent and thoroughly reliable and safe from an engineering standpoint.

When these conditions are met popular acceptance of house cooling must follow.

Corner of
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sign on the roof



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REFRIGERATION PATENTS

RECORD OF PATENTS ISSUED JULY 23 TO AUG. 20 INCLUSIVE

NOTE—In the previous issue, Aug. 28, refrigeration patents issued by the United States Patent Office during the period from March 12 to July 16, 1929 were recorded (instead of from March 12 to Aug. 13 inclusive, as stated in the headline).

Patents issued July 23, 30, Aug. 6, 13, omitted from the previous issue together with those issued Aug. 20, are included below.

On the following page will be found additional patents issued during the period from March 12 to July 16 which were omitted by an oversight from the Aug. 28 issue.

Issued July 23

1,721,592—REFRIGERATING APPARATUS. Emmet Platten, Green Bay, Wis. Filed May 16, 1927. Serial No. 191,719. 3 Claims. (Cl. 62-99.)

1. A refrigerating apparatus having one or more food compartments each having metal walls, and the floor composed of a tank into which the refrigerant is expanded directly, materials to be cooled being placed in contact with the floor or walls, the heat being removed by direct conduction and carried to the refrigerating unit, a metallic lined door and a yielding metallic connection between the door and juxtaposed walls forming an uninterrupted heat conducting contact between the door and the metallic lining of the refrigerator cabinet.

1,721,589—HEATING, VENTILATING AND COOLING DEVICE. Frank E. Donaldson, Oakland, Calif. Filed Aug. 27, 1928. Serial No. 302,217. 13 Claims. (Cl. 62-139.)

1,721,654—CONDENSER AND LIQUID RECEIVER. Robert L. Alexander, Clinton, Iowa, assignor to Climax Engineering Co., a Corporation of Delaware. Filed Apr. 22, 1927. Serial No. 185,783. 1 Claim. (Cl. 62-115.)

In a refrigerating unit, a chambered base having a motor and a compressor mounted thereon, removable end covers for the chamber in said base, a condenser coil and a liquid receiver welded into a single unit, the condenser coil partially enveloping the said liquid receiver, the said single unit being adapted to be positioned in the chamber in said base and removable therefrom at either end of the chamber by removing one end cover and inlet and outlet connections to the unit.

1,721,924—WATER-COOLING SYSTEM. Harry J. Sandell, Ashby, Minn. Filed Aug. 9, 1926. Serial No. 128,102. 8 Claims. (Cl. 62-141.)

2. In a water cooling system, a brine container located at a high elevation and having a depending stack, means for maintaining a low temperature of the brine within said container, a drinking water pipe extended through said container and stack and having dispensing devices extended laterally therefrom at different elevations.

1,722,031—ICE-SHAVING MACHINE. Samuel Bert, Dallas, Tex. Filed May 31, 1927. Serial No. 195,402. 1 Claim. (Cl. 63-62.)

Issued July 30

1,722,266—COOLER FOR SODA WATER, ETC. Joseph Benzon, New York, N. Y. Filed Nov. 2, 1927. Serial No. 230,474. 3 Claims. (Cl. 257-251.)

1. In a cooler of the character described, a series of containers, caps for the ends of each container, means on said caps engaging said containers in gas-tight relation, yieldable bridging pieces integrally connecting the caps at each end of said containers, similar means for connecting the caps at opposite ends of said containers, a transfer pipe leading from the lower part of one container to the upper part of another container, an inlet in the first container of the series, and an outlet in the last container of the series, the inlet and outlet communicating respectively with the opposite ends of the particular containers with which they are associated respectively.

1,722,578—COOLING APPARATUS. Henry G. Jancy, Everett, Mass. Filed June 12, 1926. Serial No. 115,416. 3 Claims. (Cl. 62-101.)

3. A cooling apparatus comprising an insulated casing having within it a cooling compartment, a cooling fixture arranged inside the casing in cooling relation to said compartment, a tank for containing a body of refrigerant located within the casing above said fixture, pipe connections between the tank and fixture whereby a thermosyphonic circulation will be established between the tank and fixture for refrigerant contained therein, and valve-controlled connections leading from the tank and cooling fixture respectively with extension through the insulated casing whereby a refrigerant may be circulated through said tank and cooling fixture from a point outside said casing and afterward the refrigerant be left in the tank and cooling fixture to circulate therein by thermosyphonic action as aforesaid.

1,722,699—CONDENSER FOR REFRIGERATING APPARATUS. Harold A. Greenwald, Detroit, Mich., assignor to Thomas O. Whitehead, Detroit, Mich. Filed Mar. 21, 1927. Serial No. 177,093. 4 Claims. (Cl. 62-170.)

1. The method of operating a cooling system which consists in intermittently passing a heated medium through a cooling conduit having a deliquescent substance in thermal contact therewith, producing a cooling effect during the passage of said heated medium by evaporation of the liquid in said deliquescent substance and absorbing moisture in said substance when said heated medium is not in circulation.

1,722,817—REFRIGERATING APPLIANCE FOR PRECOOLING, COLD STORAGE AND LIKE PURPOSES. Charles A. Moore, Edina, Minn. Filed Sept. 28, 1925. Serial No. 59,085. 12 Claims. (Cl. 62-99.)

Issued August 6

1,723,460—REFRIGERATION. Samuel Taylor Beare, Jackson, Tenn. Filed Oct. 12, 1927. Serial No. 225,662. 1 Claim. (Cl. 62-31.)

A refrigerator comprising an outer casing, a vertical partition extending the full height of the casing and having openings near its upper and lower ends, a horizontal partition at one side of the vertical partition whereby to form an ice chamber in the upper part of the casing, a horizontal partition having an opening therethrough, an ice support over the opening in the horizontal partition, tracks on said partition between the opening therein and the vertical partition, and a cooling and freezing unit slidably mounted on said tracks and extending to the upper opening in the vertical partition whereby air passing into the ice chamber will be deflected downwardly and caused to flow under the unit to the opening in the horizontal partition.

1,723,463—REFRIGERATION. Baltzar Carl von Platten, Carl Georg Munters and Sigurd Mattias Backstrom, Stockholm, Sweden, assignors to Electrolux Servel Corporation, New York, N. Y., a Corporation of Delaware. Original application filed June 3, 1927. Serial No. 186,179, and in Sweden, June 9, 1926. Divided and this application filed Mar. 3, 1928. Serial No. 258,964. 4 Claims. (Cl. 62-119.5.)

1. Refrigerating apparatus comprising a generator, a condenser, a primary evaporator, an absorber, conduits connecting said absorber, generator, condenser and primary evaporator, a secondary evaporator and a heat exchanger connecting in parallel between said primary evaporator and said absorber and means to conduct fluid from said absorber through said heat exchanger and into said primary evaporator.

1,723,630—REFRIGERATING COUNTER. Emmet Platten, Green Bay, Wis. Filed Apr. 9, 1928. Serial No. 268,992. 1 Claim. (Cl. 62-37.)

A condensing refrigerating counter including a body portion, a depressed food receptacle at one end of the body, thermal insulating material in the body between the walls thereof and the receptacle, a counter including a face plate resting upon the upper edges of the walls of the body and receptacle and yieldable sealing gaskets between the face plate and the upper edges of the body and receptacle to form an air seal for preventing the circulation of air within the body.

1,723,810—COOL CHEST OR CHAMBER. John Sigismund Ryan, Oahu, Hawaii, New Zealand. Filed Apr. 21, 1927. Serial No. 185,486, and in New Zealand, Feb. 11, 1927. 1 Claim. (Cl. 62-139.)

Issued August 13

1,724,004—SEPARATION BY LIQUEFACTION OF COMPLEX GASEOUS MIXTURES. Georges Claude, Paris, France, assignor to La Societe L'Air Liquide, Societe Anonyme pour l'Etude et l'Exploitation des Procédes Georges Claude, Paris, France. Filed July 16, 1925. Serial No. 44,006, and in France Aug. 7, 1924. 8 Claims. (Cl. 62-175.)

1,724,051—REFRIGERATING APPARATUS. Otto M. Summers, Dayton, Ohio, assignor, by mesne assignments, to Frigidaire Corporation, a Corporation of Delaware. Filed July 21, 1926. Serial No. 123,922. 9 Claims. (Cl. 62-116.)

1. A mechanical refrigerator comprising a cabinet having a cooling compartment and a machine compartment; a cooling unit in the cooling compartment; a refrigerant circulating unit in the machine compartment; operative connections between said units; and means for supporting the circulating unit from the cabinet and for permitting the release of such unit from the support at will without disturbing the operative connections between said units and without disturbing the position of the cooling unit in the cooling compartment.

1,724,095—REFRIGERATING APPARATUS. Bayard D. Kunkle and Otto M. Summers, Dayton, Ohio, assignors to Frigidaire Corporation, Dayton, Ohio, a Corporation of Delaware. Filed Feb. 29, 1928. Serial No. 257,956. 6 Claims. (Cl. 251-119.)

1. A check valve structure for compressors comprising in combination with a port and a valve seat surrounding said port, of a floating disk valve adapted to coact with said seat, and means for locking said valve in place including a recessed portion above said valve, a plate within said recess, said recess having one or more slots and said plate having one or more lugs fitting into said slots and being rotatable in said recess to bring said lugs out of juxtaposition with said slots.

1,724,122—REFRIGERATING APPARATUS. Frank Berdolt, Coxackie, N. Y., assignor of one-half to M. E. Berdolt, Albany, N. Y. Filed Sept. 10, 1925. Serial No. 661,745. 1 Claim. (Cl. 62-101.)

In a refrigerating apparatus, a brine tank open at the top, a housing open at the top and resting upon and forming a closure for the brine tank, said housing being adapted to contain water, a second housing open at the top and within and spaced apart vertically and horizontally from said first housing, said second housing being adapted to contain a freezing mixture, a third housing open at the top and within and spaced apart vertically and horizontally from said second housing, said third housing being impermeable to the freezing mixture of the second housing, and means for closing the top of said first housing, and a drain from the lower part of the second housing to said brine tank.

1,724,219—REFRIGERATING SYSTEM AND CONTROLLING APPARATUS THEREFOR. Clarence O. Petterson, Cleveland, Ohio. Filed Jan. 24, 1927. Serial No. 163,121. 6 Claims. (Cl. 62-5.)

1. In a refrigerating system, the combination with a pair of fluid-contained chambers of the system adapted to acquire different temperatures, of a pair of fluid pressure responsive cells, each having a wall adapted to be moved according to the temperature existing in one of said chambers, an electric switch comprising a set of electrical contacts and a movable element for actuating the contacts, said movable element being spring-pressed to either of two alternative switch contact operating positions from any position on either side, respectively, of a mid-position, and means for each movable wall adapted to communicate motion to move the movable element towards a particular one of said alternate switch operating positions, different from the position to which it is movable by movement communicated from the other wall, one of said motion-communicating means adapted to usurp the control of the other communicating means over said switch operating element to restore said element to its opposite alternate position independently of the position of the said other motion-communicating means.

1,724,233—MULTIPLE-INSTALLATION-REFRIGERATION SYSTEM. Welling Fiske Thatcher, New York, N. Y., assignor to Servel, Inc., New York, N. Y., a Corporation of Delaware. Filed May 23, 1928. Serial No. 279,946. 3 Claims. (Cl. 62-111.)

1. A multiple installation refrigerating system comprising a compressor, a condenser, evaporators for different refrigerators, a junction box for each of a plurality of refrigerators, said junction box comprising separate liquid and gas channels, gas conveying conduits connecting gas channels of different junction boxes and liquid conveying conduits connecting the liquid channels of different junction boxes, said liquid conveying conduits being located within said gas conveying conduits and the aforementioned parts being otherwise interconnected to form a circulation system for refrigerant.

1,724,313—WATER COOLER. Morris Raymond, Brooklyn, N. Y. Filed Aug. 13, 1928. Serial No. 299,261. 5 Claims. (Cl. 62-42.)

1. A water cooler comprising an outer casing, an inner casing supported in spaced relation to the bottom wall of said outer casing, a cover provided with a trough fitting over the tops of said outer and inner casings, the said trough serving to maintain the side walls of the inner casing in spaced relation to the side walls of the outer casing to provide a water compartment between said inner and outer casings, said trough having openings therein for the passage of water from the trough into the water compartment caused by the melting of ice adapted to be supported upon said cover, a filling opening provided in said cover for facilitating the filling of said inner casing with liquid to be cooled, and a dispensing valve for controlling the dispensing of liquid in said inner casing.

1,724,391—REFRIGERATOR. Samuel Taylor Beare, Jackson, Tenn. Filed Nov. 14, 1927. Serial No. 233,216. 4 Claims. (Cl. 62-46.)

1. The combination with a refrigerator box or casing, of a freezing and cooling unit built into the upper portion thereof and spaced from the side walls and top of said box or casing, an insulating baffle extending downwardly from said unit between the ends thereof and terminating at its lower end above the bottom of the box or casing, an insulating member covering one end of said unit and spaced from the adjacent side of the box or casing, and an insulating member under said unit and extending between the first mentioned insulating member and said baffle.

1,724,513—PROCESS FOR TRANSFERRING HEAT FROM GASES TO OTHER GASES. Franz Pollitzer, Grosshesselohe, near Munich, Germany. Filed Oct. 23, 1926. Serial No. 143,674, and in Germany July 31, 1925. 3 Claims. (Cl. 62-175.)

1,724,533—REFRIGERATING UNIT. William Tauber, Chicago, Ill. Filed Oct. 25, 1926. Serial No. 143,838. 1 Claim. (Cl. 62-101.)

In a cooling chamber for soda fountains, fluid-conducting conduits extending from the chamber, a heat-conducting liquid having a level immediately above said conduits so that the greater portion of the chamber is available for the storage of food materials, brine-circulating pipes in said chamber and above the liquid, said brine-circulating pipes having parallel components, and valve means for varying the effective cooling area of said components.

1,724,546—REFRIGERATOR. Karl G. Anderson, St. Paul, Minn., assignor to The Seeger Refrigerator Company, a Corporation of Minnesota. Filed Jan. 27, 1921. Serial No. 440,496. 7 Claims. (Cl. 62-51.)

2. A refrigerator comprising an inner shell, four rods hung from the ceiling of said shell, oppositely facing sockets formed on said rods and a plurality of slats removably positioned in said sockets.

1,724,731—PROCESS FOR OBTAINING SOLID PARAFFIN. Johannes Frederik Petrus Schoneveld, Eindhoven, Netherlands, assignor of one-half to N. V. De Bataafsche Petroleum Maatschappij, The Hague, Netherlands. Filed Aug. 7, 1925. Serial No. 48,888, and in the Netherlands July 4, 1925. 2 Claims. (Cl. 62-173.)

Issued August 20

1,740,666—REFRIGERATING APPARATUS. Otto E. Bornhauser, Sandusky, Ohio, assignor, by mesne assignments, to Frigidaire Corporation, Dayton, Ohio, a Corporation of Delaware. Filed April 28, 1928. Serial No. 273,740. Original No. 1,255,266, dated Feb. 5, 1918, Serial No. 149,516, filed Feb. 19, 1917. 18 Claims. (Cl. 62-5.)

10. Refrigerating apparatus comprising in combination a refrigerant circuit including a generator absorber, means for heating the generator absorber, a conduit for supplying energy to the heating means, means for opening and closing the conduit in response to the conditions of the refrigerant circuit, an emergency shut-off means in the conduit, means responsive to abnormal conditions within the generator absorber and operating to close the emergency shut-off means, and means requiring the emergency shut-off means to remain closed until released by hand.

1,724,921—ICE RACK. Clara Elizabeth Hall, Belding, Mich. Filed Nov. 14, 1927. Serial No. 233,073. 13 Claims. (Cl. 62-31.)

1,724,937—REFRIGERATOR. Joseph M. Jackson, St. Joseph, Mo. Filed Aug. 17, 1926. Serial No. 129,843. 1 Claim. (Cl. 62-53.)

1,724,944—REFRIGERATING SYSTEM. Thomas J. Little, Jr., Indianapolis, Ind. Original application filed Aug. 30, 1926. Serial No. 133,657. Divided and this application filed Nov. 4, 1927. Serial No. 231,161. 2 Claims. (Cl. 62-170.)

1. The process of stopping leaks in a refrigerant circulatory system which comprises circulating through said system during the operation thereof a gum dissolved in a liquid having a lower freezing point than the lowest temperature obtained in said system.

1,725,087—METHOD FOR COOLING THE HEATING COILS OF AN OIL-CRACKING APPARATUS. Gustav Engler and Harry F. Benner, Chicago, Ill., assignors to Universal Oil Products Company, Chicago, Ill., a Corporation of South Dakota. Original application filed Mar. 23, 1921. Serial No. 454,848. Divided and this application filed Jan. 14, 1925. Serial No. 2,364. 2 Claims. (Cl. 196-1.)

1,725,138—APPARATUS FOR COOLING DRINKING TUBES. Alexander Herz, New Rochelle, N. Y. Filed Apr. 5, 1924. Serial No. 704,541. Renewed Jan. 16, 1929. 8 Claims. (Cl. 34-12.)

1,725,205—AUTOMATIC CONTROL OF ABSORPTION-REFRIGERATING APPARATUS. Stuart Otto, Wilton, Conn., and Lawrence Bruhl, Brooklyn, N. Y., assignors to Gas Refrigeration Corporation, Scranton, Pa., a Corporation of Delaware. Filed Feb. 11, 1927. Serial No. 167,423. 14 Claims. (Cl. 62-178.)

1. A refrigerating apparatus of the absorption type, including a boiler-absorber, an evaporator, a pair of three-way cooling water valves, one inlet from one of said valves leading to the inlet of the other, and one outlet from each of the valves leading to the absorber, one of said last mentioned outlets providing restricted flow and the other providing free flow of the cooling water.

1,725,383—ROTARY REFRIGERATING MACHINE. Erik Wilhelm Waldener, Duvbo, near Sundbyberg, Sweden. Filed Sept. 20, 1926. Serial No. 136,568, and in Sweden July 16, 1924. 10 Claims. (Cl. 62-115.)

1. In a rotary refrigerating machine the combination of a rotary condenser, a compressor located within and rotated with said condenser and having a piston located co-axially with the axis of rotation of said condenser, means whereby said piston is guided axially but prevented from rotation relatively to said condenser, a weight pivotally mounted in said condenser in such manner as to be substantially stationary during rotation of said condenser, means connecting said compressor piston to said weight in such manner as to cause said piston to perform longitudinal reciprocating movements during rotation of said condenser, a cooler connected to said condenser, and a suction conduit from said cooler to said compressor.

1,725,415—THERMOSTATIC-CONTROL MECHANISM FOR DOMESTIC REFRIGERATING SYSTEMS. Dallas D. Parshall, Watervliet, N. Y., assignor to The Jack Frost Company, Stamford, Conn., a Corporation of Delaware. Filed May 11, 1925. Serial No. 29,271. 4 Claims. (Cl. 200-141.)

1. A thermostatic regulator comprising in combination a casing having a removable part, a flexible thermostatic element mounted in said casing, a switch actuator connected to said element and extending through said removable casing part, and a lever mounted on said removable casing part and engaged by said actuator, a rocking element journaled on said casing part and connected to said lever to be oscillated by said actuator and a switch tube mounted on said rocking element, internal contacts carried by said tube, and a body of mercury connecting said contacts in one position but not in another of the positions into which the tube is turned by the oscillation of said lever.

1,725,472—REFRIGERATING MACHINE. Clark Orr, Fort Wayne, Ind., assignor to General Electric Company, a Corporation of New York. Filed Dec. 16, 1924. Serial No. 756,336. 20 Claims. (Cl. 62-116.)

1. In a refrigerating machine, the combination with a casing provided with a compression chamber, a compressor in said compression chamber, a motor for driving said compressor, means forming a chamber for condensed refrigerant and an exposed coil of pipe extending around said casing for condensing the refrigerant, one end of said coil of pipe being connected to and communicating with the compression chamber and the other end being connected to and communicating with the chamber containing the condensed refrigerant, said coil being spaced from said casing whereby an upward current of cooling air is induced between the casing and the coil.

1,725,606—ELECTRICAL SWITCH. Edward H. Weatherhead, Cleveland Heights, Ohio, assignor to The Bishop & Babcock Company, Cleveland, Ohio, a Corporation of Ohio. Filed Mar. 3, 1923. Serial No. 622,464. 1 Claim. (Cl. 200-83.)

1,725,627—REFRIGERATOR. Vicente L. Formentes, Manila, P. I. Filed May 22, 1928. Serial No. 279,830. 4 Claims. (Cl. 312-36.)

1. A refrigerator comprising a chest, an insulated cooling chamber provided in said chest and having a U-shaped guide way for bottles provided in the outer and lower portions of said chest, with a partition block located in the bottom of said chamber, and separating said guide way into two downwardly directed and inwardly inclined channels for the bottles, a swinging door masking the lower portion of said U-shaped channel, a rock shaft, journaled on said block, arms carried by said rock shaft, adapted to engage the bottles serially as they descend, a spring impressed push rod, adapted to be engaged by the door in closing, and means controlled by the movement of said push rod for rocking said shaft.

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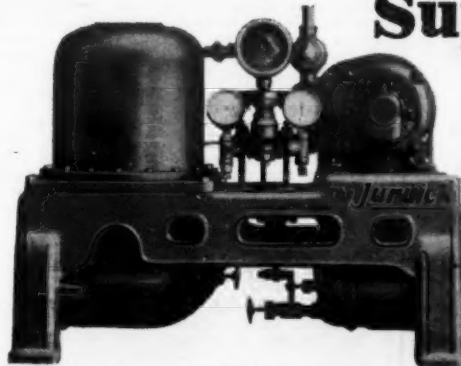
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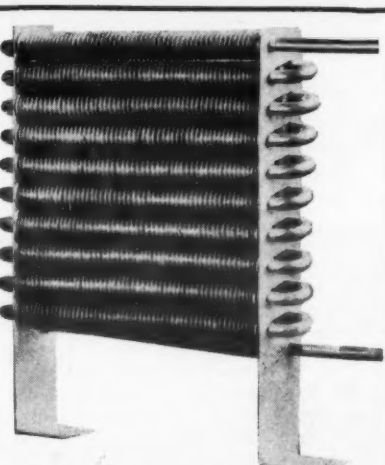
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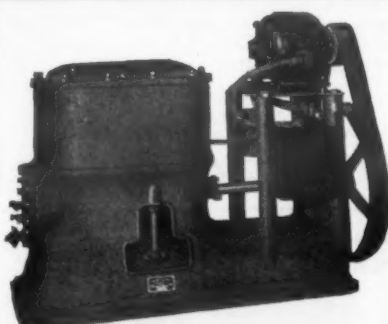
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REFRIGERATION PATENTS

EXPLANATORY

Please note that the following is
 not a complete record of patents
 issued under the dates indicated
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 which were omitted by oversight
 from the list published in the News,
 August 28 issue, pages 18 to 24:

Issued May 14

1,712,697—AUTOMATIC EXPANSION VALVE. Julius Frankenberg, Milwaukee, Wis. Filed Jan. 19, 1925. Serial No. 3,371. 2 Claims. (Cl. 50-23.)

1,712,793—ICE-CREAM FREEZER. Charles R. Hudson, Philadelphia, Pa. Filed June 30, 1926. Serial No. 119-679. 6 Claims. (Cl. 259-72.)

1,712,826—COMPRESSOR CONSTRUCTION FOR REFRIGERATING DEVICES. Rasmus M. Hvid, Chicago, Ill. Filed Oct. 25, 1927. Serial No. 228,512. 4 Claims. (Cl. 230-159.)

1. In a compressor for ice machines, the combination of a wall having a bearing opening, an oscillating cylinder having a stud shaft of substantial size engaging the opening in said wall, a dish washer bearing on the wall around the opening, said stud shaft having a recess to receive said washer, a spring bearing on said washer and a bolt mounted concentrically within the hollow shaft and engaging the opposite end of said spring.

1,712,905—REFRIGERATOR CAR. David Franklin Smith, Washington, D. C. Filed Apr. 24, 1926. Serial No. 104,410. Renewed July 30, 1928. 8 Claims. (Cl. 257-37.)

1,712,978—PROCESS OF MAKING REFRIGERATORS. Sebastian G. Brinkman, Ford, N. J. Original application filed Feb. 23, 1927. Serial No. 170,363. Divided and this application filed July 26, 1927. Serial No. 208,568. 1 Claim. (Cl. 25-156.)

The process of forming an integral molded spaced double walled porcelain refrigerator unit, consisting of setting plaster forms in spaced relation, pouring a clay slip therein, permitting the same to set for a period of time, draining the excess slip, admitting low viscosity fluid between the walls formed of the slip, and mechanically supporting the inner top wall of the unit.

1,713,234—PUMPING MECHANISM. Thomas J. Little, Jr., Detroit, Mich., assignor to Copeland Products, Inc., Detroit, Mich., a Corporation of Michigan. Filed Sept. 18, 1926. Serial No. 136,357. 3 Claims. (Cl. 230-24.)

1. In combination, an electric motor, a pump connected thereto for continuous simultaneous movement thereof, said pump being provided with a pumping chamber and an inlet passage leading thereto, a seat in said passage, a valve member co-operating with said seat for limiting the flow of fluid through said passage to one direction only, an electro-magnet, a fixed core for said magnet extending through a wall of said passage into spaced relationship in respect to said valve member on the side thereof opposite to said seat for limiting the lifting movement of said valve member from said seat, and means for energizing said electro-magnet whereby to hold said valve member away from said seat.

1,713,333—REFRIGERATOR. James N. Economos, Chicago, Ill. Filed Dec. 23, 1926. Serial No. 156,656. 5 Claims. (Cl. 312-84.)

1. A refrigerator for bottled goods having a plurality of bottle-receiving compartments arranged in pairs of which each consists of a forward and rear compartment, a rotatably mounted dispensing tube spanning each forward and rear compartment and cut away to provide bottle-receiving seats, the compartments being arranged to dispose the bottles in the two laterally in the same vertical plane and the seats in the dispenser being on diametrically opposite sides and axially displaced to dispose them one under each compartment, and means for rotating the dispensing tube.

Issued May 28

1,714,727—BUTTER REFRIGERATOR. John Demetrius Poletis, Detroit, Mich. Filed Apr. 19, 1926. Serial No. 103,011. 2 Claims. (Cl. 45-71.)

1. A butter refrigerator including inner and outer shells equipped with an interposed heat insulating material, said shells having registering openings in one side thereof, partitions mounted in the inner shell each of which impinges against the rear wall of the inner shell and projects forwardly into engagement with the outer shell near the opening of the latter, the margins of said outer shell extending beyond the inner faces of said partitions, and shelves slidably mounted on the shelves having the sides thereof engaged with the marginal edges of the outer shell, at the opening of the latter, to space the sides of the drawers from the partition.

Issued June 4

1,716,355—REGULATING VALVE FOR REFRIGERATING MACHINES. Charles F. Schleher, Brooklyn, N. Y. Filed Mar. 3, 1927. Serial No. 172,221. 4 Claims. (Cl. 236-92.)

1. In a regulating valve for a refrigerating machine, a nozzle through which the refrigerant is adapted to pass to the low pressure side of the machine, a movable valve adapted to close the mouth of the said nozzle, a thermostat adapted to actuate said valve to the opening position when the temperature thereof is sufficiently high, the said thermostat being exposed to the temperature of the refrigerant when the refrigerant is in nonliquid condition, and additional means controlled by the gas pressure within the device and adapted to urge the said valve to the closing position, said additional means being movable within said valve independently of said thermostat.

Issued June 18

1,717,407—FREEZER. Eric H. Radford, Los Angeles, Calif. Filed Mar. 20, 1924. Serial No. 700,582. 2 Claims. (Cl. 107-19.)

1,717,470—AIR FILTER. Robert Speidel, Calmbach, near Wildbad, Germany. Filed Nov. 11, 1924. Serial No. 749,307, and in Austria and Switzerland Sept. 6, 1924. 3 Claims. (Cl. 183-50.)

1,717,628—THERMOSTATIC ELECTRIC SWITCH. Herbert J. Sauvage, Chicago, Ill., assignor to trustees of The Electro Thermostatic Control

Company, Chicago, Ill., a Trust Estate. Filed Jan. 11, 1927. Serial No. 160,385. 5 Claims. (Cl. 200-141.)

1,718,196—DRIVING GEAR FOR COMPRESSORS. John R. Replogle, Detroit, Mich., assignor to Kelvinator Corporation, Detroit, Mich., a Corporation of Michigan. Filed May 28, 1927. Serial No. 195,097. 4 Claims. (Cl. 74-36.)

1. In refrigerant compressing mechanism, in combination with piston having a crank arm, of rotatable driving mechanism for reciprocating said piston comprising a crank shaft connected to reciprocate said crank arm, a worm gear secured eccentrically to said crank shaft, a worm arranged to mesh with said worm gear, and a driven shaft secured to said worm, said worm gear being mounted on said crank shaft to mesh closely with said worm when said piston is at the top center of its stroke.

Issued June 25

1,718,407—COMBINATION KITCHEN CABINET AND REFRIGERATOR. Edwin Fred Burgermeister, Chicago, Ill. Filed Aug. 29, 1927. Serial No. 218,069. 7 Claims. (Cl. 312-149.)

1. A device of the kind described comprising a cabinet having a plurality of drawers centrally positioned beneath a stationary work board forming a part of said cabinet, and a pair of extension end members slidably connected to said cabinet, and normally overlying said work board but uncovering the said work board when in extended position.

1,718,535—ROTARY PUMP OR COMPRESSOR. Joseph W. Cuthbert, Altadena, Calif., assignor, by direct and mesne assignments, to Rotorte Corporation, Chicago, Ill., a Corporation of Illinois. Filed Mar. 31, 1926. Serial No. 98,713. 6 Claims. (Cl. 230-153.)

1. A rotary pump or compressor comprising a cylinder, an impeller mounted to rotate eccentrically in the cylinder and provided with slidably mounted vanes, means to hold the vanes outward in engagement with the cylinder wall, the cylinder having intake and exhaust ports communicating with the bore thereof, and the cylinder having a lubricant duct opening through the circumferential wall of the cylinder to the bore thereof, said duct being always isolated from both ports by said vanes, and means to turn the impeller.

Issued July 2

1,719,208—REFRIGERATING APPARATUS. Clifford W. Brockett, Cleveland Heights, Ohio, assignor to Edmund E. Allyn, Cleveland, Ohio. Filed Aug. 2, 1926. Serial No. 126,538. 4 Claims. (Cl. 62-5.)

1. In refrigerating apparatus, the combination with a still absorber, a condenser and evaporator connected in operative cycle, of heating means for the still, a cooling system therefor including a container having impounded cooling medium therein and a cooling unit in heat transfer relation with said still and said medium, and means sensitive to the temperature of the cooling system for regulating said heating means.

1,719,220—ICE-CREAM-CABINET LID. Harvey D. Geyer, Dayton, Ohio, assignor to The Inland Manufacturing Company, Dayton, Ohio, a Corporation of Delaware. Filed Dec. 15, 1926. Serial No. 154,909. 10 Claims. (Cl. 220-24.)

1,719,572—VALVE CONSTRUCTION FOR COMPRESSORS AND REFRIGERATING PUMPS. Albert Stoll, Detroit, Mich. Filed Jan. 23, 1928. Serial No. 248,861. 14 Claims. (Cl. 230-231.)

1. In a compressor, the combination with a cylinder, of a member sleeved within said cylinder having an opening therein and having an annular flange extending inwardly from said opening, and a valve member disposed within said opening and seated upon said flange.

Issued July 9

1,719,851—THERMOSTATIC SWITCH. Estel C. Raney, Columbus, Ohio. Filed Sept. 25, 1926. Serial No. 137,645. 4 Claims. (Cl. 200-140.)

1,720,310—REFRIGERATOR. Norman T. Wilcox, Keokuk, Iowa. Filed Mar. 17, 1926. Serial No. 95,253. 11 Claims. (Cl. 230-205.)

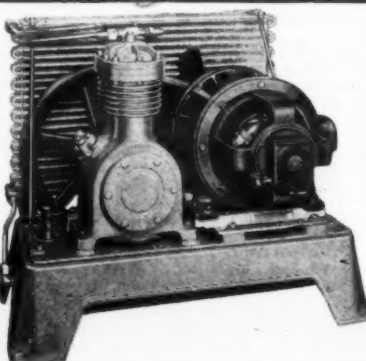
1. In a refrigerating machine, the combination of a compressor, a container in which said compressor is mounted, said container being adapted to hold a body of oil in contact with the compressor, and a driving shaft for said compressor projecting through the wall of said container, said compressor being spaced from said wall to cause gas leaking from said compressor along said shaft to escape into said oil and to flow through the oil away from the shaft.

Issued July 16

1,720,837—THERMOSTAT. Lee P. Hynes and Harry A. Williams, Albany, N. Y., assignors to Hynes & Cox Electric Corporation, Albany, N. Y., a Corporation of New York. Filed May 20, 1926. Serial No. 110,479. 6 Claims. (Cl. 200-138.)

1,721,163—CONTROL FOR ELECTRIC CIRCUITS. Glenn Mulphy, Detroit, Mich. Filed Nov. 5, 1926. Serial No. 146,375. 6 Claims. (Cl. 200-140.)

1. A control device comprising a siphon, means for expanding the same, a plate overlying the top of the siphon having a circuit make and break device secured thereon and adapted for actuation by movement of the plate, a standard on one side of the siphon, means adjustably anchoring the one end of the plate to the standard, a standard on the other side of the siphon, the other end of the plate being slidably engaged therewith, and a spring engaged with the latter end of the plate for contracting the siphon under predetermined conditions.



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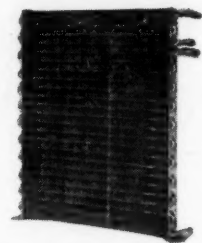
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TIME-O-STAT ANNOUNCES PERSONNEL APPOINTMENTS

The Time-O-Stat Controls Co., Elkhart, Ind., announces that Ray G. Schott has been recently appointed manager of the New York office located at 11 West 42nd street. Gerald E. Spates has been appointed to take charge of the new Detroit office which has been opened at 4270 Second boulevard. Mr. Spates, for the past three years, has been factory sales engineer.

Carl A. Scholle, who until recently was in charge of the New York office, will give all his time to the distributing organization. Recent distributor appointments include: Braid & Haberkorn, Inc., 940 Speer boulevard, Denver, Colo.; J. Sylvan Bowers, Heating Specialty Co., 3805 Page boulevard, St. Louis, Mo.; J. H. Lym, 724 McIntyre building, Salt Lake City, Utah; Northwest Time-O-Stat Distributors, 2707 E. Lake street, Minneapolis, Minn.; Cline Company, 535 W. Main street, Oklahoma City, Okla.; American Appliance Co., 1214 Harvey street, Omaha, Nebr.

REFRIGERATION ENGINEERS IN DETROIT THEATRES END STRIKE

A strike of engineers operating refrigeration plants in Detroit theatres which lasted over a week was settled on September 5 and movie patrons are again enjoying cooled air. All large theatres in the city were affected by the walkout.

Copeland Distributor In Australia Gets Large Chain Store Order

Cooling Systems Ltd., Sydney, Australia, distributors in that country of Copeland electric refrigeration products, report the installation of 14 Copeland units in as many meat markets of Messrs. Wilcox Mofflin, Ltd., of Adelaide, South Australia, owners of a chain of these establishments. This is reputed to be the largest sale of iceless refrigerators to a store chain in the Antipodes.

G. V. Rose Disposes of Interests in Chicago Holmes Outlet

Gregory V. Rose of Chicago, Ill., announces that he has severed his connections and sold his interests in the company which was formerly known as Gregory V. Rose, Inc., distributors of Holmes electric refrigerators in Chicago. Stockholders and directors of the former company have changed its name to the A. B. Refrigerator Co.

Shortly after this change Mr. Rose organized a new corporation under the name of Gregory V. Rose, Inc., to deal in stocks and bonds.

Shannon Co. Gets Order For 108 G. E. Refrigerators

Shannon Co., Minneapolis, Minn., have received an order from Anderson & Nelson Construction Co. to equip with General Electric refrigeration the apartment building being erected at the corner of Park Ave. and 26th St., Minneapolis. In 80 of the smaller apartments they will install the new G. E. refrigerator, model G-40, and in twenty-eight of the larger apartments model G-55 will be installed.

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Kelvinator Subjects Commercial Units to Rigid Tests at Factory



Above—left: Section of the shipping department where units are placed on the progressive assembly line for final inspection and O. K. Right: Heavy duty commercial units undergoing test. On the testing racks are shown 160 units being clocked for temperature. Below—left: Units, less motors, in

the course of assembly. After assembly they are enameled and baked two hours at a temperature of 212 degrees F. The motor is assembled and the unit charged with refrigerant and made ready for the test rack. Right: Crating a commercial unit. Each machine is securely bolted to the crate.

The new heavy duty commercial units recently shown for the first time and announced by the Kelvinator Corp., Detroit, are now in production. A large number of these units have been manufactured and assembled and, as fast as they are tested, inspected and finally okayed, they are being shipped to dealers in every part of the country, where there is an eager demand for them.

The test of these units, which involve the principle of the water cooled compressor head and greatly increased efficiency, is a severe one.

Right now one of the longest "bays" in the Kelvinator plant is being devoted to the testing of the new units. On the racks are 160 of them, hooked up to cooling units and running under actual refrigeration load. The number is soon to be doubled, so that a larger number will be tested and go through every process to determine absolute efficiency before shipment. The test is not complete until the inspectors get two full cycles on each job, showing a temperature of from 18 to 26 degrees F. The test is for efficiency, and a check is made for leaks, and quietness. To each unit being tested is connected a clock, which shows temperature, and these clocks are watched throughout the duration of the test, which takes from 24 to 28 hours. Any unit which is not found to be absolutely perfect is removed from the testing rack and sent to the repair department. When repaired it is again put back on the racks to undergo another complete test. A chart, with serial number is kept on each unit tested which is filed for ready reference. In this way there is kept available a complete record of the performance, under test, of every unit which goes out of the factory. The testing of the commercial units is under the immediate supervision of L. A. Tegler.

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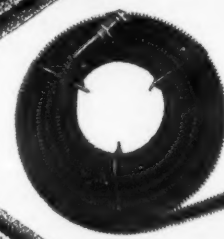
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Type "A" Double Row Spiral Fin
MCCORD CONDENSER

Adapted to the larger refrigerating units used commercially and for apartment house installations. This condenser is made up of seamless, bright annealed tubing with continuous corrugated spiral fin that has made McCord condensers leaders in the field.



Type "A" Triple Row
Continuous Tube
MCCORD CONDENSER

MCCORD RADIATOR & MFG. CO.
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